



JOB DESCRIPTION: MEDIA AND COMMUNICATIONS OFFICER

Job title:	Media and Communications Officer
Reports to:	Hockey Operations Manager
Contract type:	Part-time Contractor
Remuneration:	Negotiable
Normal location:	Remote working with some time spent at the EIHA Head Office at iceSheffield
Hours:	Negotiable but may involve evenings and weekends

INTRODUCTION

The English Ice Hockey Association (EIHA) is the National Governing Body for ice hockey in England and Wales. Ice hockey has been played in England and Wales since the early years of the 20th century; Britain was a founder member in 1908 of the world governing body, the International Ice Hockey Federation (IIHF).

PURPOSE

The Media and Communications Officer will be involved in managing website content and social media platforms, and will create engaging news stories and communications relevant to a diverse audience. The Media and Communications Officer will be responsible for implementing effective and creative communication strategies and delivering a comprehensive communications calendar across all platforms.

Applicants must have prior experience creating engaging digital content for a range of social media platforms, be able to manage multiple project simultaneously, and have excellent verbal and written communication skills.

The Media and Communications Officer will work closely with the EIHA's Operations Team to support the EIHA's sport development projects and operational needs with relevant communication outputs.

Excellent copywriting and creative writing skills are desired, and an understanding of video and image editing software would be welcome.

The Media and Communications Officer will report to the Head of Operations.

KEY RESPONSIBILITIES

- Responsible for planning, developing and executing content distribution plans across social media platforms and the EIHA website
- Working with the wider operational team to build and maintain a comprehensive calendar for text, multimedia and social
- Monitoring news and cultural trends across social media platforms
- Promote the EIHA brand voice through content distribution and customer service
- Creating innovative, authentic and engaging digital content (film, photo, graphic, audio, written) that appeals and engages our different audiences through a targeted approach, utilising personalisation as often as possible and adapting and repurposing content and communications to enable greater engagement
- Manage and understand analytics reporting across social media platforms





- Contribute to the long-term goals of the EIHA's evolving media strategy
- Work with external partners on content distribution
- Ability to work evenings and weekends, as required

PERSON SPECIFICATION

- Knowledge of the sport of ice hockey
- At least three years' experience in sports social media publishing/marketing
- Able to multitask effectively and juggle long-term planning with in-the-moment execution
- Familiarity with best content distribution strategies on Twitter, Facebook and Instagram
- Exemplary writing and editing skills
- Good understanding of social analytics insights
- Excellent communication within and across teams
- Basic knowledge of Canva or other content producing software

TERMS OF APPOINTMENT

The role is initially a three-month part-time appointment with hours to be agreed with the successful candidate. It will be largely home-based but may require some time spent in our offices at iceSheffield.

This is a self-employed role, with remuneration to be discussed at interview

TO APPLY

Send a CV (including contact details) and covering letter, detailing the relevant skills, knowledge and experience you have in relation to subject matters to:

recruitment@eiha.co.uk

Closing date for applications: 3 January 2023

VALUING DIVERSITY

We, at the English Ice Hockey Association (EIHA), are committed to providing an environment which seeks to encourage an open and diverse community. This is reflected in our values and behaviours where we respect the rights and dignity of all people whatever their background. We believe that people from different backgrounds can bring fresh ideas, thinking and approaches which make the way work is undertaken more effective and efficient.

By consistently living our values we seek to eliminate those things that undermine or are harmful to anyone involved in the activities of the EIHA. We therefore believe that unlawful discrimination, intimidation, or harassment of anyone connected with the EIHA, specifically related to their race, religion or belief, age, gender reassignment, sex, sexual orientation, disability, marital or partnership status or maternity and pregnancy cannot be tolerated. In addition, we strive to advance equality of opportunity and foster good relations between all people within the EIHA. As an organisation we will provide an environment where people can address and debate differences and constantly reflect on practices.

The EIHA aspire to be recognised by our communities and nationally, as an organisation that leads the way in publicly promoting the value of diverse cultures and our belief that



these different experiences make our organisation a better place to play the sport, we all love.

