

# Job Description – Paris 2024 Team GB Communications & Marketing Roles



## Digital Content Officer

Role Title	Paris 2024 – Digital Content Officer
Reporting to	Head of Digital
Person Specification	<p>The candidate must be a true team player with a positive attitude; a talented and enthusiastic digital content professional, ideally with experience of working with talent/athletes and/or at major sporting events.</p> <p>The ability to work effectively in a fast-paced environment is essential. With excellent communication skills the candidate should command a high-level professional knowledge of digital and social media content and channels.</p>
Dates Active in Role	<p>TBC – approx. 24 July – 18 August 2024 (dates variable based on role / sport commitments).</p> <p>In addition, approximately 1-2 days between March 2024 and June 2024 as part of compulsory training/teambuilding.</p>
Location of Work	Team GB's offices at 101 New Cavendish St, London, United Kingdom.
Key Responsibilities	<p>The Team GB communications and marketing team aims to provide a sector-leading Games-time digital and content function. Bringing our fans closer to our extraordinary athletes, their stories and performances is key to achieving this, whether that is through our own channels, those of the athletes, our commercial partners or third-party media.</p> <p><b>Core function of the role:</b></p> <ul style="list-style-type: none"> <li>Supporting in telling the story of Team GB at the Paris 2024 Olympic Games across Team GB's social media and digital channels, by creating, posting and scheduling content across Facebook, X (Twitter), Instagram, TikTok, YouTube and Snapchat.</li> <li>Posting and scheduling branded content across Team GB's social media channels.</li> <li>Executing paid media delivery across commercial and native content.</li> <li>Supporting the Paris-based team by ideating and producing industry-leading vertical video content.</li> <li>Capturing and posting of content from key UK sites, such as Fanzones</li> <li>Engaging and responding to fans in accordance with our tone of voice.</li> <li>Contribute to producing daily reports of social media channels and identifying real-time trends which can shape our narrative and provide content opportunities and recommendations throughout the Games.</li> <li>Delivery of content across digital products, such as TeamGB.com and Team GB's Games-time app.</li> <li>Delivery of fan engagement activations, such as competitions and Team GB Shop promotions.</li> </ul>

	<p><b>Pre-Games Responsibilities:</b></p> <ul style="list-style-type: none"> <li>Attend pre-Games team workshops and training days as required.</li> </ul>
Hours of Work	<p>This role can involve significant and fluctuating demands on time, as such, working hours will be as required to fulfil these demands. The post-holder will be required to work in a flexible manner to accommodate the nature of the role and the environment in Games-time.</p> <p>The welfare of our team is of primary importance and it is critical that every individual gets required rest periods. It is the responsibility of each individual to ensure they raise with their line manager if they need specific or extended down-time.</p>
Relationships & Interfaces	<ul style="list-style-type: none"> <li>Reports directly to Head of Digital</li> <li>Interaction with wider Team GB content team, including Head of Channels &amp; News Service, Digital Content Executives, Social Media Producers</li> <li>Interaction with wider Team GB marketing and digital team based in the UK, including Head of Marketing, Digital Manager, Deputy Digital Manager, Digital Content Editor and Digital Content Officers</li> </ul>
Role Benefits:	<ul style="list-style-type: none"> <li>Team GB kit allocation.</li> <li>Per diem provided and / or reasonable expenses reimbursed where appropriate</li> </ul>

**Application Process:** Please submit your CV and cover letter outlining the skills and experience you can bring to the role to [Ross.Hobart@TeamGB.com](mailto:Ross.Hobart@TeamGB.com)

**Deadline for applications:** 17:00hrs on Friday 3 May 2024

**Interview period:** WC May 6<sup>th</sup> 2024

**Appointments confirmed:** WC May 20<sup>th</sup> 2024