



BRITISHROWING

Digital Editor - Inside Indoor

Job Description

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Job Title	Digital Editor – Inside Indoor
Reports to	CEO
Directorate	Communications & Partnerships
Location	London, UK (Hybrid Working)
Type	Full-Time

Job Purpose

We are looking for a creative and results-driven digital content editor with a passion for fitness. At British Rowing, we have a new and exciting opportunity for an up and coming Digital Editor to join our team!

This is a pivotal standalone role focussed on connecting with new audiences and driving indoor rowing as part of a new fitness revolution through our new Inside Indoor platform. We're are looking for an experienced digital editor to manage the platform, leading the strategy for the site, driving audience, eCommerce and revenue growth, and generating new ideas for content and features. You'll also commission and edit content to a high and exacting standard, to inspire and motivate.

Inside Indoor is an all-inclusive indoor rowing website that seeks to give fitness fanatics everywhere the inside track on how to get the best out of indoor rowing at home or in the gym. Aimed at all abilities, the website seeks to demystify indoor rowing through how to learn essentials, including proper technique and machine setup, through to a variety of live workouts, training plans and classes, programmes and challenges, as well as, reviews of the latest tech and machines available on the market. Users will also have access to training plans designed by GB rowing coaches and fitness experts and the ability to join a dedicated online community. Off the machine, Inside Indoor's nutritional advice helps users make informed choices about what they eat, so they can fuel their bodies for maximum performance too.

With subscription options available for anyone who wants to access content on Inside Indoor to completely free subscription that gives users a taste of what the site has to offer Inside Indoor has something for everyone. See more here <https://insideindoor.com/>

Key Responsibilities

As the leader of Inside Indoor, you are ultimately responsible for all content produced by your brand and you'll be tasked with building audiences and growing commercial and subscriber revenues. You will ensure quality is at the heart of all we do. You will:

- Plan and deliver a comprehensive content strategy across all digital and physical customer touchpoints that will drive engagement and subscriptions to the platform growing our audience as well as the bottom line.
- Lead the curation and development of all content from concept to delivery, across all social media channels including Instagram, Facebook, Twitter, YouTube and TikTok.
- Be the gatekeeper for the brand Tone of Voice and editorial to support live classes and workouts, bespoke features, challenges, events and email newsletters.
- Develop and execute marketing strategies and campaigns to drive brand awareness, attract new subscribers, and foster strong relationships with our existing community.
- Plan and coordinate events, sponsorships agreements, and community partnerships to increase brand visibility and engagement.

- Manage our live workout programme with partners and our inhouse class activity – Zoom Ergos.
- Coordinate partnerships with Personal Trainers and Group Fitness Coaches, to promote their expertise and classes through various marketing channels
- Collaborate with the wider marcomms team and Head of Insights to analyse platform data, define objectives, identify target segments, track audience sentiment and establish key performance indicators (KPIs) to measure success.
- Own this unique business unit P&L and budget, ensuring cost efficiency and maximum return on investment.
- Stay up to date with the latest marketing trends, tools, and technologies, recommending innovative approaches to enhance the platforms profile

Person Specification

- Highly motivated by creating something exciting and new.
- A great team player with prior experience in social media, email marketing and content writing.
- Excel in a fast paced and proactive environment, leading and creating the narrative around indoor rowing whilst working with others to create an impact across all of our channels.
- Customer focussed and naturally analytical and inquisitive about how to improve performance
- Experience of developing engaging content that drives positive consumer behaviour especially on social media
- A creative mindset and ability to think outside the box to develop innovative solutions in the simplest way possible.

Essential:

- Self-motivated and proactive, with the ability to work independently and collaboratively in a fast-paced environment.
- Excellent organisational and project management skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Excellent communication and collaboration skills to work effectively with cross-functional teams.
- A proven track record in producing brilliant content that builds audiences and communities, preferably in the fitness or wellness industry
- Able to demonstrate how have you used content to drive a clear commercial outcome.
- Able to demonstrate a strong writing ability and attention to detail with the capacity to create engaging, informative, and well-structured features.
- Able to show a deep understanding of the platforms you are on, along with the wider media environment.
- Able to demonstrate that you are obsessed with data, performance and analytics - and you use this to inform your decisions.
- Have a strong knowledge of the fitness and wellbeing market on a personal or professional level.

Desired:

- A Degree in Marketing, Communications, or a related field.
- Experience and knowledge of graphic design principles and proficiency in design software.
- A passion for fitness and wellbeing and an understanding of the fitness industry is highly desirable.

Additional Information

British Rowing is a membership organisation with 30,000+ members, funded partly by the exchequer and by the National Lottery via Sport England and UK Sport. British Rowing, as the governing body for the sport, is responsible for the development of rowing in England and the training and selection of rowers to represent Great Britain.

Rowing has a proud history as one of GB's most continuously successful Olympic sports producing World, Olympic and Paralympic champions from across the UK. The GB Rowing Team is supported by the National Lottery Sports Fund.

Over 639,600 people row (indoor or on-water) each month according to Sport England's Active Lives survey. British Rowing's mission is to create a healthy, inclusive and life-enhancing sport. Our vision is a sport that welcomes and has an offer for everyone.

Anti-Doping The post-holder is expected to be fully conversant with the core requirements of the WADA Anti-Doping Code and its requirement on coaches and Team Support personnel to set a good personal example in this field. When directly working with athletes the post-holder will have a responsibility to inform them appropriately of the Code's application to them and to influence them in following a 'drug-free' culture.

Hours The post-holder's hours will be flexible to reflect the needs of the role and, while maintaining an appropriate work/life balance. Standard working hours are 40 hours a week, although flexibility is required in order to ensure core objectives are achieved. National and international travel may be required.

Equal Opportunities

British Rowing is committed to equal opportunities for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.