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[www.SailTrainingInternational.org](http://www.SailTrainingInternational.org)



**A unique opportunity to become a key player in a world class organisation - Sail Training International - a registered charity established to develop and educate young people through the sail training experience, and organisers of the world famous Tall Ships Races.**

## **JOB DESCRIPTION: COMMUNICATIONS AND MARKETING ASSISTANT**

Sail Training International (STI) is looking for a Communications and Marketing Assistant to join their Commercial Department. The position is full time and based at STI's offices in Gosport Marina, Hampshire.

More information on the organisation and its activities can be found at [www.sailtraininginternational.org](http://www.sailtraininginternational.org)

## **PURPOSE OF THE JOB**

To provide communications and marketing support to help deliver a communications and marketing strategy, social media strategy, support communications activity for our race and regatta events and assist with internal communications.

## **MAIN RESPONSIBILITIES**

### **Website**

- Update and maintain STI web pages
- Proof read articles as required
- Create Google Analytic reports

**Sail Training International. Charity number 1096846. A company limited by guarantee (Registered in England No 4686048)  
Reg Office: Charles House, Gosport Marina, Mumby Road, Gosport, Hampshire, PO12 1AH, UK.  
Tel +44 (0)23 9258 6367 Fax +44 (0)23 9258 4661**

Members: the national/representative sail training organisations of Australia, Belgium, Bermuda, Canada, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, India, Ireland, Italy, Latvia, Lithuania, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, South Africa, Spain, Sweden, UK, USA

Probationary Members: Croatia, Czech Republic, Hungary, India

## **Photography and video**

- Manage internal photo and video resource – editing, uploading, categorisation and archiving
- Create and manage a new photo library for external audiences
- Procure and distribute appropriate photo and video materials on request

## **Social media**

- Help develop and implement STI's social media strategy, ensuring relevant content is regularly generated, posted and reviewed
- Review customer queries via social media channels
- Help develop new social media channels

## **Media**

- Research, maintain and update media contact databases
- Draft news releases, quotes and briefs
- Help coordinate interviews
- Review Google alerts for media coverage; catalogue and re-distribute via internal STI and social media channels
- Support evaluation of media coverage

## **E-magazine 'The Masthead'**

- Research and draft copy
- Research and upload images
- Design and layout
- Build subscribers list

## **Races and Regattas**

- Service requests from host port teams pre-events
- Support timely updates of all website and social media content pre and during events
- Support the communications and marketing manager during Races and Regattas as required
- Support development of the STI in-port presence

## **REPORTING AND WORKING RELATIONSHIPS**

The Communications and Marketing Assistant reports to the Communications and Marketing Manager and works within STI's Commercial Department, within a small head office team.

## **PERSON SPECIFICATION**

We're looking for someone with a communications and marketing related qualification, with previous work experience within a communications and marketing role.

- Very organised and able to prioritise workload
- Proactive self-starter able to work under own initiative
- Enthusiastic and outgoing, with a confident but friendly manner
- English as a first language
- Able to take an international perspective and work easily with colleagues whose first language is not English
- Willing to occasionally travel internationally and work out of hours
- The ability and willingness to support all aspects of the organisation as part of a small team

## **ESSENTIAL SKILLS**

- Excellent written and spoken English
- Ability to write copy and develop creative ideas for different channels and audiences
- Efficient computer skills (MS Word, Excel, Outlook, PowerPoint)
- Experience of website content management
- Knowledge of developing social media campaigns to build social engagement
- Ability to contribute to a highly positive, collaborative and mutually supportive work environment in the office and with STI's wider stakeholder group (including volunteers, trustees, directors, ship operators and sponsors.)

## **DESIRABLE (NOT ESSENTIAL) SKILLS**

- Photography
- Video production and editing
- Graphics software
- Good command of a second major language
- Event marketing experience

## **REMUNERATION PACKAGE**

Salary up to £21,000 per annum + contributory pension scheme

## **HOW TO APPLY**

Please send your CV along with a covering letter giving clear examples of your relevant experience, by email to [recruitment@sailtraininginternational.org](mailto:recruitment@sailtraininginternational.org)

**Deadline:** Friday 28 February 2014