

## **Media Officer**

The International 420 Class Association is looking to recruit an enthusiastic individual to take on the role of Media Officer. Regular website and social media updates is key to the ongoing success of the 420 Class, therefore close cooperation with the website provider and the 420 Executive Committee will be an essential part of this role. The 420 Class want to attract new audiences as well as retaining the interest of 420 enthusiasts, maintain and increase search engine rankings, and provide in depth and up to date information about 420 sailing.

### **Job Description**

#### **Website**

The media officer will be in charge of the 420 website and handle all site tasks as well as being the key person in relation to the communication between the website provider and the 420 class. They will be required to prepare and circulate press releases on a regular basis especially during International 420 Class Major Championships or Class Development actions.

In co-operation with relevant colleagues, and under the direction of the Executive Committee, you will be in charge of various site practices which will include but are not limited to the following tasks:

- Maintain an up to date website ensuring regular updates on sections such as press releases, events, results, multimedia (photos, videos) etc. Updates would usually be every 48 hours except during the International 420 Class Major Championships and World Sailing Youth World Championships when it should be daily. The ability to write original content and proof read submitted documents is required.
- Monitor National 420 events and National Class Associations and publishing appropriate news on the International 420 website.
- Monitor publications and other media for information featuring the 420 and, where appropriate, posting this information.
- Use information posted on the website to prepare a monthly Newsletter for distribution to all National Class Associations and Member National Authorities.
- Update all current information in sections/pages throughout the website.
- Maintain Class databases of NCAs, manufacturers, events, clubs and others as required, and update the web site accordingly.
- Review and suggest improvements to the presentation of the home page (including banners and buttons) and reformatting the site map as necessary.
- In conjunction with the website providers, optimise the site for mobile and tablet access.
- Reply to all media related e-mail inquiries or forward them to the appropriate Executive Committee member for response (on a daily basis).

- Prior to Major Championships, be responsible for the launch and content administration of the event websites and its subsequent maintenance. This will include, where necessary, remote training of users of the event websites for event organisers.
- During Major Championships, coordinate all media activity and, with the event organiser's assistance, ensure that at least two daily news reports are written and published (ordinarily a morning and post racing report) on the Class and event websites and for wider distribution where appropriate.
- Take the lead in obtaining advertising for the website including, where relevant, managing adverts and their content.

### **Facebook/Twitter/Instagram/YouTube**

- Post news and articles about sailing and 420 sailing on a daily basis.
- Motivational posts on a regular basis with a minimum of 1 per week.
- Share all articles/updates from official web site.
- Search for and share posts from other social media users on each platform especially, 420 Class Associations around the world and from 420 coaches and teams, or other sailing related material.
- Upload/share videos from relevant events.
- Manage YouTube content and playlists.
- Questions / participation posts (1-2 per month).
- Create competitions in collaboration with sponsors by filling out a data collection form (1 every 1-2 months).
- Collect photos from all events and create Branded Images to post (1 per week).
- Use photo gallery to change cover photo every week.
- Use GIFs with slightly humorous content or text around sailing/420 sailing.
- Motivate followers to use 420 social media hashtags on their posts where relevant.

Knowledge of HTML, photo software, Google Analytics and social media optimisation would be preferable. Good written English is essential.

Proposals are requested from anyone who believes they can fulfil this role. Details should be given of your past experience along with your proposed fee. The media officer will be contracted to work for the International 420 Class Association on a self-employed basis. Interviews will be conducted during May/June 2018. Contract to commence on 1 July 2018.

Please note: Availability during (but not necessarily attendance at) International 420 Class Major Championships, such as World and Junior European Championships, to ensure website/social media updates are made is required.

**Proposals should be sent to: [Nino.shmueli@gmail.com](mailto:Nino.shmueli@gmail.com) by: 30 April 2018**