

## **Social Media and Marketing Co-ordinator – full or part-time**

ASTO is looking for a dedicated, highly motivated person with the skills, knowledge and enthusiasm to promote Sail Training to young people, parents and group leaders and to a wider audience. Ideally they will have personal experience of the positive difference Sail Training can make to self-confidence, resilience and your outlook on life.

You will need to create and share compelling online and offline content promoting Sail Training. This will include quotes from participants, research results, pictures, video, sound bites etc. Some content will need to be created from existing research and survey results, and some created from scratch.

This exciting role will build on the work done by the previous postholder and will be based at the ASTO office in Gosport. Some home working and flexible hours may be possible. We are also open to candidates looking for a part-time role or a job share. ASTO may provide training and mentoring in certain areas including photography and PR.

Salary £24500 to £26500 pa full time depending on experience, or pro rata if you prefer a part-time role. We also offer a generous pension scheme.

### **About Sail Training and ASTO**

Sail Training with an ASTO member is not about learning to sail. Instead, it is the experience of living and working together on board a large residential sailing vessel, taking responsibility for the running of the boat and gaining a sense of pride and achievement. Sail Training is proven to increase self-confidence, resilience and life skills.

ASTO (Association of Sail Training Organisations) is the umbrella body for Sail Training in the UK. We support over 30 separate charities that use Sail Training adventures as personal development for young people and disabled people. ASTO supports our members with grants and events. The social media role will help promote Sail Training around the UK to ensure far more people are aware of, and take up, the fantastic opportunities available. Further information about ASTO and Sail Training is on our website [www.uksailtraining.org](http://www.uksailtraining.org)

### **Job Description**

You will be responsible for the following:

Collecting and creating content. You will need to

- Gather Sail Training case studies and quotes from our Member Organisations
- Collate and create compelling social media stories, aimed at young people and group leaders, from ASTO Members, ASTO Research and past trainees.
- Produce high quality short videos including interviews with trainees and group leaders
- Create content that appeals to different markets (young people, parents etc)
- Write editorial for magazines including educational supplements

### Taking the lead in ASTO's social media and press communications

- Link Sail Training case studies to current issues in the press about young people, outdoor education, resilience, mental health, etc.
- Promote stories through appropriate social media including Facebook, Twitter, Instagram, YouTube.
- Approach specialist publications and the wider press with the aim to get Sail Training known in a wider field (for example education publications)
- Tailor content to our different stakeholders – young people, parents, commissioners, funders
- Use existing ASTO social media channels and create new ones where appropriate
- Assist in preparing publications to help gain sponsorship or funding
- Issue regular press releases for ASTO events and news
- Regularly update the ASTO website with stories from our members
- Research places to advertise Sail Training, including travel websites, gap year websites, youth work groups
- Help promote member stories into their local press where appropriate
- Monitor the impact of ASTO's social media by analysing web traffic and resultant bookings with our members.

### Other duties:

Promoting Sail Training on site at ASTO events including Small Ships races and the annual conference

Regularly updating the UK Sail Training website

Working with Sail Training International to promote Sail Training at Tall Ships Events in the UK

Assisting member organisations to promote Sail Training locally

Anything else needed to help run ASTO with our small team.

### Skills needed

We are looking for a highly motivated person who 'gets' Sail Training and has the ideas and energy to promote it around the UK. Ideally you will have:

- A degree, qualification or relevant experience in marketing, digital communication or a related subject.
- Enthusiasm for Sail Training and making it better known
- Excellent verbal, written and social media skills and an engaging writing style
- Lots of creative ideas for producing content on a variety of platforms
- Confidence in meeting new people and building relationships with our Members and stakeholders
- Excellent knowledge and experience on all social media platforms including YouTube, Facebook, Twitter, Instagram etc. and willingness to keep up to date with new platforms.
- Knowledge and experience of analytics platforms including Google analytics and Facebook Insights to report on impact.
- Knowledge and practical experience of website design and CMS
- Photo and video editing skills and use of appropriate software, e.g. Adobe Creative Suite
- Be self-motivated with the ability to work with a minimum of supervision.

As we are a very small team (there are just two others in the office) you also need to be happy and willing to get involved with anything else that might need doing within ASTO.

### **Where and When**

The role will be based at the ASTO office in Gosport although some home working/ hybrid working may be possible. The candidate will need to be willing to travel to events around the UK and work some weekends.

The role is envisaged to be a full-time position working 37.5 hours a week. However for the right candidate we will consider part time working or a job share. If you think you are the right person, please apply!

### **How to apply**

Please send your CV and covering letter, marked 'social media role' to [office@asto.org.uk](mailto:office@asto.org.uk). If appropriate, please include an example of your social media or writing style, and details of any Sail Training experience you have.

Closing date for applications is midnight on the 28<sup>th</sup> October 2022, with interviews expected during the week commencing 7<sup>th</sup> November 2022. The expected start date is December although this can be flexible.

For an informal chat about the role you can contact ASTO's General Manager on 02392 503 222.