

Role Description & Person Specification TT & Motorsport Digital Content Manager Department for Enterprise

What will you do?

The Digital Content Manager will work as part of a team to deliver the Isle of Man TT and Classic TT and other motorsport events held annually, to raise the profile and quality of these events and maintain their position as world class motorsport events and as key contributors to the economic success and positive international image of the Isle of Man.

The Digital Content Manager will, working with the team, help deliver specific communication activities in conjunction with our stakeholders*, sponsors and partners.

We are looking for an experienced Content Manager to join our team. You will be responsible for creating, improving and maintaining content to achieve our goals. Your duties will also include sharing content across various channels to awareness of the events and monitoring web traffic and metrics to identify best practices.

Our ideal candidate is an experienced professional with demonstrable creative writing skills. As a Content Manager, you should perform well under deadlines and be detail-oriented. If you are also an expert in content optimization and brand consistency and have a broad knowledge of motorsport event delivery we would like to meet you.

Ultimately, you should be able to oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience.

*The term 'stakeholders' in this document primarily refers to riders, teams, motorsports bodies, commercial partners, key Government and industry contacts associated with the TT and motorsport but can include anyone who has a stake in a particular aspect of the success of the TT and motorsport.

What does that involve?

The post holder will be required to:

- Manage the day to day delivery of all content on Official TT Web Sites and Social Media Channels and be responsible for creating content, editing content, posting content and all updates including SEO, PPC, CRM, Apps, Video and Email Marketing;
- Manage and maintain the Official TT Web Site working with internal and external stakeholders. This includes optimisation of web pages, landing pages, conversion strategies and technical requirements;
- Investigate further opportunities for promoting the TT and Classic TT, within other online and mobile channels to improve customer experience, customer satisfaction and business value generated;
- Identify, test and implement new tactics to improve conversion rates and customer loyalty;
- Report on results and set organisational KPIs and implement within dashboards using Google Analytics or other analytics packages, optimizing digital channels accordingly;

- Measure and interpret data to include customer profiling and behaviour across customer journey mapping and web traffic data;
- Manage and develop the email marketing experience, with the understanding to nurture relationships with new prospects and existing customers, for retention and upsell/cross-sell opportunities and to demonstrate ROI;
- Create and publish, fresh and engaging content across our digital platforms;
- Travel to relevant race meetings, testing sessions, trade shows and other event to capture engaging content
- Generate campaign performance reports;
- Grow the number of Department contacts via digital marketing channels;
- Actively contribute to the business planning process including the formulation of targets, visitor/client feedback measures and key performance indicators for the Business Development;
- Analysis of competitor activity in our chosen markets to ensure that our online presence remains relevant;
- Plan and co-ordinate digital campaigns demonstrating creativity across marketing campaigns for new content;
- Develop content strategy aligned with short-term and long-term marketing targets;
- Stay up-to-date with developments and generate new ideas to draw audience's attention
- Build and maintain good, productive relationships with key stakeholders and partners in the public and private sectors, both on and off the Isle of Man. Lead engagement with these stakeholders to ensure all parties are appropriately engaged in and committed to the successful delivery of the Isle of Man TT and Classic TT events;
- Act as a public ambassador for the Isle of Man TT and Classic TT events and their ability to create growth and jobs for the Isle of Man economy. Promote the events with the public and key stakeholders on and off the Isle of Man;
- Contribute to the Department's financial planning and budgetary management systems and processes ensuring resources are managed by applying value for money principles as a means of improving efficiency and effectiveness and raising standards of service;
- Contribute to performance management and monitoring of day to day contracts with suppliers, control of expenditure, value for money, visitor /client feedback and market impact;

What do you need to be successful in this role?

	Essential or Desirable	Method of Assessment
Credibility		
5 GCSEs at Grade C or above (or equivalent qualification) including English Language	E	CV
A degree (or equivalent) in English, Journalism, Marketing or other relevant subject; or	E	CV
Previous experience working as a content manager including: <ul style="list-style-type: none"> • Experience in the use of Content Management Systems such as WordPress, Silverstripe etc., or bespoke CMS; • HTML and web publishing; • SEO and web traffic metrics; • Social media 	E	CV
An extensive knowledge of the current motorcycling industry and motorcycle sport;	E	CV/Interview
Experience of managing budgets and financial reporting	D	CV/Interview
Experience of developing partnerships	D	CV/Interview
Resource management experience including leading and motivating small, professional teams	E	CV/Interview
Experience of preparing reports, papers and briefing papers	D	CV/Interview
Have open conversations and addresses the issues	E	Interview
Builds supportive relationships	E	Interview
Is professional and credible	E	Interview
Capability		
Proven delivery skills in a complex environment with many stakeholders	E	CV/Interview
Creative minded with the ability to conceive interesting ideas for new content	E	CV
Ability to communicate clearly and concisely in writing	E	CV
Ability to communicate clearly and concisely.	E	Interview
Good interpersonal skills and confident manner, able to deal effectively with people at all levels	E	CV/Interview
Ability to run with different projects concurrently and work unsupervised to deliver agreed objectives	E	CV/Interview
The ability to work accurately and with attention to detail	E	CV/Interview
Able to assimilate information in various forms from a variety of sources	E	CV/Interview
Able to work independently and within a team environment	E	CV/Interview
Future focused	E	Interview
Makes considered decisions	E	Interview
Encourages innovation and supports change	E	Interview
Character		
Resilient, able to work within a fast moving team staffed by strong willed professional people	E	Interview

Trust and is trusted	E	Interview
Has positive energy and drive	E	Interview
Inspires, motivates and empowers	E	Interview
Other requirements		
Able to travel off-Island when required	E	CV
Able to work out of hours as and when required	E	CV
Valid Driving Licence	D	Application Form/CV
Isle of Man worker	D	Application Form/CV