

Job Description	
Job Title:	Social Media & Content Coordinator
Salary:	£3,120 per annum
Hours of Work:	5hrs per week
Contract:	Part Time, Fixed Term for 6 months (option to extend)
Location:	York
Responsible to:	Company Directors
Responsible for:	N/A

Purpose of Job:	<ol style="list-style-type: none"> 1. Create content across various social media platforms to enhance online presence and brand awareness. 2. Monitor social media accounts and respond to comments and messages to enhance customer engagement. 3. Develop and manage a content calendar.
Main Responsibilities:	<ul style="list-style-type: none"> • Produce high-quality visual and written content., including photos, videos, and graphics tailored to various social media platforms. • Write captions and post copy to communicate the brand’s voice effectively. • Develop and maintain a content calendar, ensuring a steady flow of posts, stories and campaigns across all active platforms. • Coordinate with the management team to align social media campaigns with overall marketing objectives and promotional schedules. • Schedule and post content across social media platforms in line with the content calendar. • Visit venues across York to produce materials for content. • Monitor social media accounts, respond to comments, messages, and enquiries promptly to enhance customer engagement. • Stay updated on trends and platform updates to ensure strategies remain effective and relevant. • Track and analyse social media performance metrics, such as reach, engagement, and follower growth. • Generate reports with actionable insights to improve strategy and content performance. • Actively engage with followers to build community, nurture relationships, and boost brand loyalty. • Use feedback from audience interactions to refine content and communication styles. • Undertake training courses/workshops as identify by the Company Directors. • Establish and maintain excellent working relationships with our customers and potential customers, handling and escalating complaints where appropriate. • Undertake any other responsibilities as required by the Company Directors that are commensurate with the remuneration for this post.

Why Choose YSA?

At York Swimming Academy, we're passionate about creating an exceptional environment for both our swimmers and our team. Joining us means being part of a dedicated group that shares your enthusiasm for making high-quality swimming lessons accessible to all.

We believe in supporting your growth as much as you support our mission. That's why we offer comprehensive training, mentorship, and funding schemes to help you enhance your qualifications and reach your professional goals. Your development is an investment in the high standards we strive to deliver every day.

Beyond professional growth, we're committed to fostering a warm, friendly workplace where you feel valued and appreciated. Our team-building events provide opportunities to connect and unwind, while our 'Caught in the Act' program rewards your hard work and dedication with well-deserved recognition.

If you're as passionate about making a difference as we are, York Swimming Academy is the perfect place to grow your career while helping others grow their confidence in the water.

Person Specification

Skills	E	D	MoA
Ability to work on own initiative and with others	√		A / I
Can prioritise tasks, work to tight deadlines and multi-task	√		A / I
Excellent customer service skills	√		A / I
Excellent communication and interpersonal skills	√		A / I
Creative and commercially astute	√		A / I
Good numerical and written skills	√		A / I
Confident user of computer systems	√		A / I
Proficiency in photo & video editing software	√		A / I
Proficiency in digital marketing tools and social media platforms	√		A / I
Flexible and able to adapt quickly to the changing needs of the business	√		A / I
Knowledge & Experience	E	D	MoA
Knowledge of the learn to swim industry		√	A / I
In-depth knowledge of social media platforms, their algorithms, and their specific features	√		A / I
Experience in marketing and/or business development		√	A / I
Qualifications	E	D	MoA
A minimum of GCSE Grade 4 (C) in English and Maths	√		A
Swim England Level 2 Swimming Teacher (or equivalent)		√	A
Full UK Driving License and access to own vehicle	√		A
Behavioural & Other Characteristics	E	D	MoA
Willing to abide by YSA's health and safety policies	√		A / I
Willing to abide by YSA's safeguarding policies	√		A / I
Ability to regularly travel to different locations around the city	√		A / I
Willing to work flexible hours, including weekends and evenings to cover the needs of the company and to work throughout the city	√		A / I
Commitment to customer care and continuous improvement	√		A / I
Commitment to staff and own development	√		A / I

E = Essential

D = Desirable

MoA = Method of Assessment (Application/Interview/Task)

Working Conditions	
Relationships:	The post holder will be an integral part of the management team and will be supported by the Company Directors. The post holder will be required to work closely with the Learn to Swim Manager and the team of Lifeguards, Lead and Assistant Swimming Teachers.
Physical Conditions:	<p>The role involves working from home with regular attendance at learn to swim sessions across the city.</p> <p>All venues are accessible by disabled persons.</p> <p>York Swimming Academy operates a non-smoking policy.</p>
Prospects:	York Swimming Academy is enjoying continuous growth and with this comes the need to add additional roles to our company structure. Opportunities for advancement and promotion will occur at various points in the future, depending on rate of company growth. York Swimming Academy is committed to supporting individuals through both 'in-house' and external training.