

Job Description

Job Title :	Web Officer	Reports to :	Web Manager
Function :	Marketing & Communications	Direct Reports :	None
Job Holder :	TBC	Date Effective :	February 2012

Job Purpose

To lead on the sub-editing and uploading of a wide variety of content on the British Cycling website, co-ordinating the work of a team of freelance correspondents with internal web content providers.

Operating in the Communications Department, the post holder will be engaged in a wide range of sub editing and content uploading work on the British Cycling website. This is likely to cover all areas of British Cycling activity including the GB team, domestic and international events, sportives, coaching & education and recreational cycling.

Challenges include ensuring that content on the British Cycling website is timely, well-written and factually correct and that it reflects an appropriate, consistent tone of voice.

Work will sometimes include tight deadlines. Some weekend work will be necessary, balanced by lieu time.

Reporting to the Web Manager, your work will require careful planning and co-ordination, along with the ability to work effectively with a team of freelance correspondents and content providers and a wide range of internal staff.

Responsibilities

- To manage the sub-editing and uploading of a wide variety of web content, including text, images and video, onto the britishcycling.org.uk website. Plus ensure that all content is uploaded according to the organisation's editorial guidelines.
- To manage the linking of text, images and video content with britishcycling.org.uk's events calendar and results sections.
- To help manage the day to day relationship with British Cycling's team of freelance web correspondents ensuring that their race reports, images and other commissioned content is edited, uploaded and appropriately featured on the British Cycling website.
- To provide a point of contact for and management of day to day amendments and updates on the British Cycling website as supplied by all departments of the organisation.
- To provide training and support for British Cycling staff involved in the updating of departmental pages on the website.
- To use on-line social networking where appropriate to promote new content and amendments and updates on the British Cycling website.
- To assist in the management of British Cycling's libraries of images and video and provide support for image and video sourcing requests from across British Cycling.
- To support the wider communications function of British Cycling.

Person Specification

Requirements	Essential	Desirable
Qualifications / Training		<ul style="list-style-type: none"> • Communications / Marketing qualification or equivalent. • Degree level Journalism, Sports Journalism, English Language, Web Publishing qualification or equivalent.
Knowledge & Experience	<ul style="list-style-type: none"> • Copy writing, editing or sub-editing and publishing experience in an online environment. • Broad knowledge of sport. 	<ul style="list-style-type: none"> • Experience of using social media as a corporate communications tool and way of engaging different audiences. • Specific knowledge of cycling and cycle sport.
Skills	<ul style="list-style-type: none"> • Proven image editing skills with an eye for detail, design and page layout. • Excellent written English. • Effective organisational skills and comfortable managing own workloads. 	<ul style="list-style-type: none"> • Video editing skills. • Online social networking skills.
Other Qualities	<ul style="list-style-type: none"> • A self-starter who is confident working on their own initiative. • Outgoing, confident personality, happy working and communicating with a wide range of people, both within the organisation and with external partners. • Able to work flexible hours, including weekend work on occasion. • Tact and professionalism. 	<ul style="list-style-type: none"> • Holds a current, full driving licence (which permits the holder to drive in the UK).