



JOB DESCRIPTION

Job Title: Marketing Assistant

Team: Marketing & Communications

Reports To: Head of Global Marketing & Communications

Location: UK/Europe

Salary Range: Dependent on experience

Key Relationships:

Internal – Partnerships Manager, Challenge Home Editor, Race Directors

External – Challenge Family Partners

Role Purpose:

To provide support to the Challenge Family marketing team with a key focus on social media, copy writing, direct event marketing campaigns, partner activation and reporting

Key Responsibilities	Deliverables/Outcomes
Social Media	<ul style="list-style-type: none"> Plan and manage daily content for Challenge Family social media channels plus selected races Focus on growth of engagement levels and audience
Direct Marketing	<ul style="list-style-type: none"> Support Challenge Family races with direct marketing campaigns to help drive registration and any other initiatives
Copy Writing and Proofing	<ul style="list-style-type: none"> Proof all Challenge Home content as directed by Editor Provide content and copy as required Produce weekly newsletters
Race Reporting	<ul style="list-style-type: none"> Populate live ticker for designated Challenge Family races Write post-race reports Deliver Challenge Family's social media coverage of races

	<ul style="list-style-type: none"> • This role will be a mix of remote and on-the-ground, depending on location, and shared with other team members
Partnership Activation	<ul style="list-style-type: none"> • Deliver marketing aspect of Challenge Family partner activation programmes as per individual contracts
Reporting	<ul style="list-style-type: none"> • Create end-of-year partnership activation reports • Create post-race media reports for selected races
Race Director Support	<ul style="list-style-type: none"> • Provide race directors with marketing support as and when required

Person Specifications:

Essential Skills:

- Excellent social media management skills and associated programmes/software
- Creative thinker
- Effective communicator
- Excellent copy writing and editing skills
- Strong attention to detail
- Knowledge of Adobe Creative Cloud
- Proven planning and project management skills
- Experience in triathlon, either as an athlete or within the industry
- A minimum of two years marketing experience, with experience in event marketing preferred
- English speaker – native or equivalent
- Second language – Spanish, Italian, French or German
- Ideally based in the UK or Europe

Essential Attributes:

- Uses initiative
- Adaptable
- Willingness to learn
- Strong work ethic and team player
- Empathetic with ability to work well with all kinds of people