

TABLE TENNIS ENGLAND RECRUITMENT PACK  
**Digital Engagement Executive**

# WELCOME

**Thank you for your interest in joining the team at Table Tennis England.**

Table tennis is going from strength to strength with more than 450,000 people playing regularly. Our strategy *Table Tennis United* sets out an exciting journey of growth and transformation led by an aligned Board, Senior Leadership Team, and operational team who are laser focused to implement this transition.

We stand at a moment of inspirational change; there could not be a more exciting time to be part of Table Tennis England.

You can read more about Table Tennis England, and the role of 'Digital Engagement Executive' in this pack. We want to be clear about the role, and the skills and experience we are looking for and this is designed to help you understand more.

We are happy to answer any questions you may have and the very best of luck with your application. Thank you again for your interest.

**Keely Armitt**

Head of Engagement

## ABOUT US

**Table Tennis England is a company limited by guarantee. We are the National Governing Body for table tennis in England, affiliated to and recognised by the International Table Tennis Federation and the European Table Tennis Union.**

Its vision is '*a table tennis nation*' and it aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence, increases participation, and inspires medal-winning performances.

Table Tennis England is seeking to strengthen its team with an exceptional individual with a proven track record in video content creation and audience engagement; a person with the passion, skills, and experience to compliment those within the organisation and who can demonstrate a strong commitment to the delivery of excellence and quality.

# THE ROLE

**Title:** Digital Engagement Executive

**Status:** Full-time, permanent

**Remuneration:** £26k - £30k depending on experience

**Department:** Engagement

**Reporting into:** Digital Engagement Manager

**Direct reports:** None

**Location:** Negotiable attendance in our Milton Keynes HQ. This role will require occasional national travel and weekend work

## OVERVIEW:

Table Tennis England is seeking a dynamic and innovative Digital Engagement Executive to join our Engagement team. The ideal candidate will be responsible for managing and enhancing our digital presence across various platforms, ensuring effective audience engagement, and supporting our overall digital engagement strategy.

## ROLE PURPOSE:

As a vital member of Table Tennis England, the Digital Engagement Executive plays a crucial role in driving our mission to connect and energize the table tennis community. Your work will be central to our commitment to expanding the sport's reach, deepening engagement with our current audiences, and attracting new enthusiasts to table tennis.

In this role, you will:

- Lead the charge in enhancing participation, engagement, and retention through innovative CRM strategies, social media campaigns, and web initiatives.
- Support with the delivery of our digital engagement strategy that aligns with our overarching goals, focusing on community building, audience growth, and increased interaction across all digital platforms.
- Utilize your expertise in content creation and audience engagement to foster a vibrant, inclusive, and dynamic online presence that reflects the spirit and values of Table Tennis England.
- Collaborate closely with internal teams and external partners to ensure cohesive and effective digital campaigns that resonate with our diverse audience and uphold our brand standards.

Your efforts will be instrumental in making table tennis more accessible and appealing, contributing significantly to the growth and vibrancy of the sport both nationally and globally.

# JOB DESCRIPTION

**Content Calendar:** Support the creation and management of a comprehensive content calendar. Coordinate email/ CRM campaigns, social media posts, and partner campaigns ensuring timely delivery and consistent messaging. Ensure that content is accessible and inclusive.

**Email/CRM Campaign:** Execute segmented email campaigns. Manage CRM platforms, ensuring efficient use and maintenance of the database.

**Social Media:** Handle all aspects of social media, including publishing, scheduling, and community engagement. Develop strategies to increase followers and engagement. Actively work on building and managing online communities.

**Website:** Support with Search Engine Optimisation and Conversion Rate Optimisation initiatives to improve website visibility and user experience. Assist in maintaining and creating website content.

**Event:** Provide support for various events, including live updates on social media, email marketing, and coordinating digital content. In person event support as and when required (approximately 5 times per year)

**Partner Campaign Delivery:** Collaborate with partners to co-create and deliver digital campaigns, ensuring alignment with our brand and digital strategy.

**Reporting and Analytics:** Monitor, analyze, and report on digital engagement metrics across all platforms. Use insights to inform future strategies and improve engagement.

**Digital Advertising:** Support with digital advertising campaigns, including social media advertisements, to maximize reach and engagement.

**Brand:** Ensure all digital communications are in line with our brand identity, voice, and standards.

**Emerging Technologies and Trends:** Stay updated on digital trends and emerging technologies, assessing their potential impact on our digital strategy.





# PERSON SPECIFICATION

## EXPERIENCE:

- Minimum of 2 years' experience in a digital marketing/engagement role.
- Proven track record of managing and executing digital campaigns across various platforms.

## TECHNICAL:

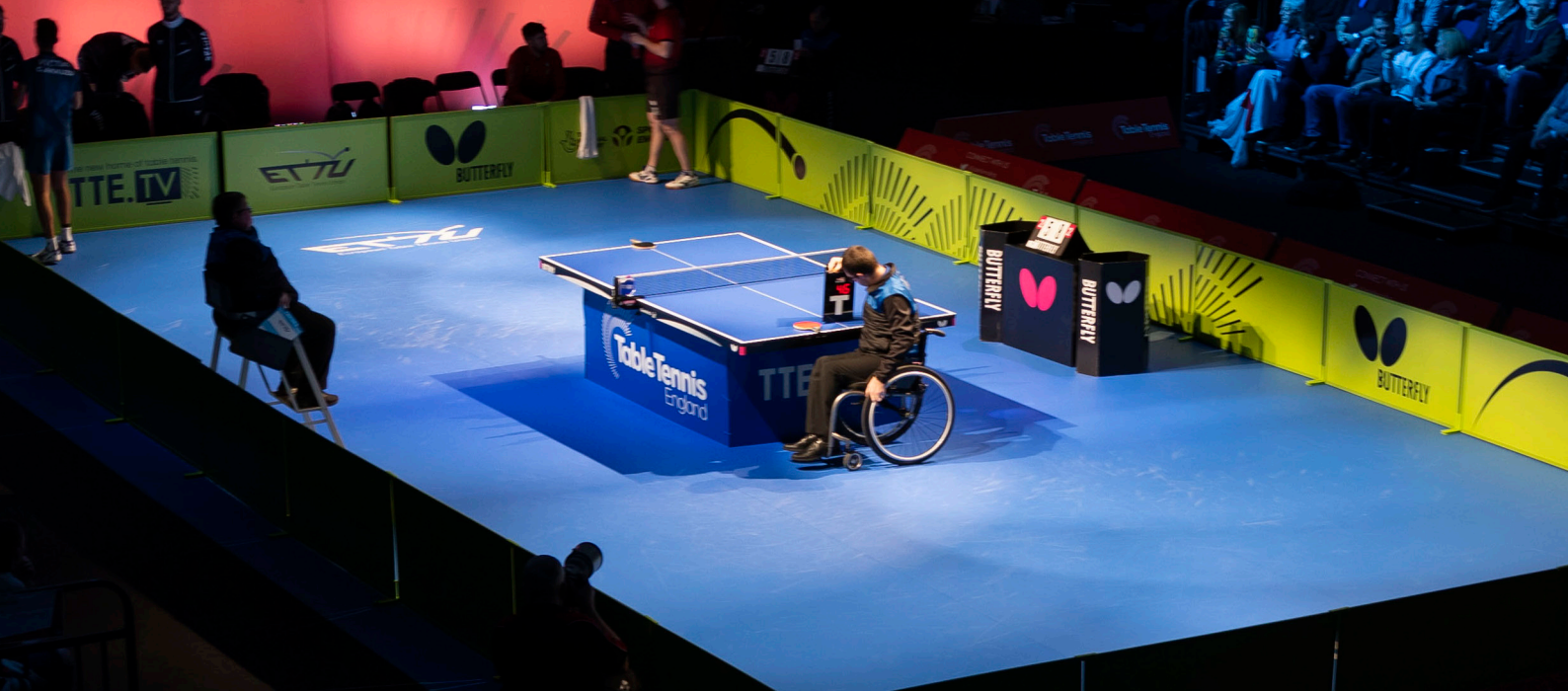
- Experience with email marketing (preferably DotDigital) CRM systems, and social media management.
- Understanding of SEO and CRO principles and practices.
- Some proficiency in digital analytics tools (e.g., Google Analytics) and the ability to interpret data to inform strategies.
- Familiarity with content management systems and basic website maintenance.
- Experience with digital advertising platforms (e.g., Google Ads, social media advertising).
- Ability to create engaging and brand-aligned content.

## INTERPERSONAL SKILLS:

- Strong team player with the ability to collaborate effectively across different departments.
- Excellent organizational and project management skills, with the ability to manage multiple tasks simultaneously.
- Adaptive and responsive to feedback and changing digital landscapes.
- Ability to work remotely and independently as well as part of a team

## PERSONAL ATTRIBUTES:

- Passionate about digital marketing and staying abreast of the latest trends and technologies.
- Creative thinker with a problem-solving mindset.
- Ability to work under pressure and meet tight deadlines.
- Commitment to inclusivity and accessibility in digital content.
- Interested in sports/table tennis



# HOW TO APPLY

## YOUR APPLICATION AND THE RECRUITMENT PROCESS

Please find below details of the selection process, to assist you in completing and tailoring your application:

If this exciting position appeals to you, you should submit:

1. An up-to-date CV which shows your full career history – we recommend that this is no longer than two pages, however, please ensure you represent your skills, experiences, and achievements;
2. A covering detailing what you think you can bring to the role and why it appeals to you – we recommend that this is no longer than two pages;

**Please send your CV and covering letter to – [hr@tabletennisengland.co.uk](mailto:hr@tabletennisengland.co.uk)**

**Closing date – there is no closing date for this position, entries will close when the successful applicant is appointed.**

For an informal discussion about the role, please contact Digital Engagement Manager Jack Ramful at [jack.ramful@tabletennisengland.co.uk](mailto:jack.ramful@tabletennisengland.co.uk)

*Table Tennis England is committed to becoming a more diverse and inclusive organisation to bring new and different perspectives to our work. So that we can more closely reflect UK society, we particularly encourage applications from individuals within groups which are currently underrepresented within our organisation.*



# Table Tennis England



**[tabletennisengland.co.uk](http://tabletennisengland.co.uk)**

Head Office:  
Table Tennis England  
Bradwell Road  
Loughton Lodge  
Milton Keynes  
MK8 9LA

Tel: 01908 208860

Email: [help@tabletennisengland.co.uk](mailto:help@tabletennisengland.co.uk)

