

World Cruising Club

Marketing & Communications Assistant

Job Description

To work as an integral part of the client communications team to support marketing and client communications activities, inform and assist clients and create an engaging and creative online profile for World Cruising Club's international sailing events.

Client Communications:

- Assisting writing and producing print and electronic newsletters for all WCC events
- Assisting writing and distributing group emails and marketing emails, including collation of regular weekly and monthly newsletters
- Regular preparation and distribution of printed material

Marketing:

- Assisting in producing marketing literature including updating digital brochures
- Attendance at international boat shows and face-to-face promotional activities

Online Promotion:

- Preparing news and information for event websites
- Management of social media channels, responding to messages and regularly posting content
- Liaison with affiliates and sponsors to edit advertorial content

Press Liaison:

- Managing in-house photo library and media galleries
- Research and distribute press releases and news updates for all WCC events
- Preparing media packs, story leads and statistics to support the Communications Manager
- Providing support for arranging press visits and hosting

Administrative tasks:

- Assist with management of contact database for clients, press and sponsors
- Assist in responding to messages and enquiries from customers and journalists
- Administrative duties to assist managers and directors as required

Person Specification

- Excellent verbal and written skills
- Interest in sailing, events, and tourism
- Experience of working to tight deadlines
- Thorough understanding of Internet based communication tools
- Proficient knowledge to use MS Office suite, particularly Excel and Word
- Adobe Creative Suite working knowledge desirable – training available.
- Team player able to use initiative
- Professional and business-like manner
- Additional languages (Spanish, German, French) an asset

- Position is based in Cowes, Isle of Wight, with occasional weekends and travel to attend boat shows and seminars.