



<b>Job Title:</b>	Social Media and P.R Coordinator
<b>Salary Range:</b>	£18,000 to £22,000 pa based on experience
<b>Experience Level:</b>	1-2 + years' experience in similar role
<b>Hours:</b>	Full time / 40 hours per week
<b>Location:</b>	Head Office, Merrow, Guildford GU4 7BF

### **Job Description**

*Reach new limits with Zone3 - The leading international triathlon, sports and fitness clothing brand.*

At Zone3, we are driven to become the No.1 triathlon brand across the world. Founded in 2007, the brand has experienced rapid growth and is now sold in over 25 countries globally, represented at the highest level by athletes such as Tim Don and Jake Birtwhistle.

The nature of our growing business means we have a fantastic opportunity for a Social Media and P.R Coordinator to join the team, based at the offices in Guildford, Surrey.

### **Zone3 Employee Benefits:**

- Perkbox.com
- Flexible working, with option to finish at 3.00 pm on a Friday
- Weekly Fruit Basket
- 40% discount off for staff on Zone3 products
- 15% discount off for friends and family of Zone3 employees
- Special rate discounts offered on new product launches
- Monthly group fitness classes
- Quarterly team social events
- 28 days holiday incl. Bank Holidays
- Company Pension

### **Job Role Requirements:**

Reporting to the Creative Brand Manager, The Social Media and P.R Coordinator key job responsibilities will include:

### **Social Media Requirements:**

- Scheduling across social media platforms, including web pages, blogs, FB, Twitter, LinkedIn, Instagram posts to engage and grow our audience, web traffic, registrations and conversions.
- Using web analytics such as Google Analytics to report on the company's social channel



- Creative captivating and thought leading content for our blog (8 per month minimum) from copy, photo/videos for the post, proofing and ensuring it meets Zone3 brand guidelines, posting and sharing as part of the Z3 omnichannel strategy.
- Regular reporting on Social platform performance, blog performance, budget allocation, Ambassador & elite races – This role requires weekend social posting during race season
- Organising competitions with partner brands and taking ownership of competitions from start to finish.

**P.R Requirements:**

- Manage all PR and global brand awareness for Zone3 within the triathlon industry
- Ensure PR timelines, budgets, milestones, and deliverable meet deadlines.
- Manage distribution of press materials, EPKs, media packs etc.
- Manage press events such as press trips, experiences events and any other PR initiatives
- Circulate brand story content and write press releases to gain coverage of Zone3 in the media
- Manage and administer product reviews
- Manage product seeding and distribution to worldwide media and allocate samples, accordingly, ensuring coverage is maximised
- Reach out to global tri-related media globally for editorials, competitions and advertorials opportunities, feeding back results to the International Marketing Manager
- Work with social and design teams to integrate community and PR plans.
- Work with Sponsorship Coordinator to leverage influences to raise awareness of new and existing products or key events within the year
- Create fresh ideas to grow the Zone3 brand globally and get front of mind with consumers
- Analysis of effectiveness of PR channels through coverage and campaign reporting, including quantitative, qualitative and KPI assessments.
- Competitor analysis

**The successful candidate will require:**

- Previous experience in swim / cycle / run / triathlon market is highly desirable
- University degree or equivalent education required
- 1-2 years' experience in a social media marketing or communications specific role
- Strong communication skills and ability to manage relationships
- Excellent writing ability with proven commercial evidence
- Energetic and vibrant personality
- Outstanding time management and organisational skills
- Professional manner and ability to remain calm under pressure
- Ability to work autonomously and efficiently
- Driver's license
- Weekend work may be required to always stay on the social media pulse

**To apply please send your most recent CV with a short covering letter to [recruitment@zone3.com](mailto:recruitment@zone3.com)**