



CONTENT ASSISTANT | JOB DESCRIPTION

Job Title: Content Assistant

Location: Henley-on-Thames, UK

Job Type: Full-Time (opportunity for hybrid work split between office and home)

About Henley Royal Regatta:

Henley Royal Regatta (HRR) is one of the most prestigious rowing events in the world, renowned for its history, tradition, and spectacular setting. We are seeking a passionate and innovative Content Assistant to join our Digital & Comms team and help grow our digital presence across social media, email and our website.

Role Overview:

The Content Assistant will play a key role in planning, producing and delivering high-quality content across HRR's digital channels. Reporting to the Head of Digital & Comms, this varied role covers social media, email and website, and is ideal for someone early in their career with a passion for sport, live events, and digital marketing. It offers the opportunity to learn, grow and gain hands-on experience in a fast-paced, world-class event environment.

Key Responsibilities:

- Support with the creation and delivery of content across HRR social media channels, email campaigns, website and any other digital platforms
- Manage the day-to-day operations of HRR social media channels, including content curation, scheduling and community management
- Plan and draft email marketing campaigns to promote key events, news, promotional offers and updates
- Collaborate with wider teams to update website content, ensuring it is user-friendly and optimised for SEO
- Track performance across all digital channels
- Stay up to date with digital marketing trends and emerging platforms to ensure HRR remains a thought leader within the industry

- Liaise with photographers, videographers and freelance creatives to produce high-quality visual content
- Support the Head of Digital & Comms in the development of long-term marketing strategies and campaigns alongside third parties
- Provide general administrative and creative support to the core HRR team
- Assist with any other duties as required by the Head of Digital & Comms

Key Skills & Qualifications:

- Excellent written and verbal communication skills, with a strong eye for detail
- Organised, proactive and able to manage multiple tasks within deadlines
- Creativity and a passion for storytelling and visual content
- Interest in analytics and a natural ability to work with data
- Enthusiasm for sport, event management and/or luxury brands
- Confident user of social media platforms (e.g. Instagram, Facebook, YouTube)
- Experience with video editing and an eagerness to develop further
- Experience with design tools (e.g. Canva, Adobe Creative Suite)

Bonus:

- Familiarity with email marketing tools (e.g. Mailchimp, DotDigital)
- Familiarity with web content management systems (e.g. WordPress)
- Basic understanding of SEO principles and content optimisation
- Work experience in sport, events, media or marketing
- Knowledge of rowing or Henley Royal Regatta
- Undergraduate degree or qualification in a related field