

# Communications Executive

## JOB DESCRIPTION

[actionchallenge.com](http://actionchallenge.com)

 **actionchallenge**  
challenge events worldwide





About Us

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# Action Challenge

**We are Action Challenge, and we bring people together through challenge & adventure.**



Since 1999 we've organised inspirational challenge events & adventures in the UK and Worldwide, for individuals to join, and for groups, companies & charities. Take on a challenge just for yourself, or link it to a special cause and fundraise – so far our events have raised over £90 million for charities. Now is the time to set new goals, to re-energise, and to get active!

We have over 40 UK & overseas challenge events that you can sign up to now – ranging from a meandering 25 km Thames Path walk, to conquering a mighty Himalayan peak. Take on an unforgettable group adventure and push yourself further! We welcome individuals, couples, or groups of friends & family – and you can self fund, or link your challenge with fundraising for a chosen charity.



Few experiences bring a group closer together than an outdoor adventure which challenges comfort zones, builds resilience & understanding, and forges respect & friendships. If you have a group, you can join one of our 40 or so scheduled events, or if you want something special – we can craft a bespoke itinerary or plan a unique challenge event to meet your objectives and get your team energised!





# Communications Executive

**FULL TIME, PERMANENT, SE LONDON**

As a Communications Executive, you will play a pivotal role in shaping the image and reputation of our company - through developpinng our online brand, and creating engaging communications which excite & shape our Customer Journey. You will be responsible for developing and executing communication strategies that promote our events, engage our target audience, and enhance our brand presence. This role requires a creative, strategic thinker with excellent communication skills, a keen eye for detail and a passion for telling stories through online & social channels. We are looking for someone with a passion for the outdoors, adventure & sporting events!

## Communications Executive

As a business, we organise 16 mass participation & 40+ overseas challenge events each year - taking some of the UK's biggest charities and corporate teams on exciting adventures across the globe. We are looking for a Communication Executive to join our small team, to focus on the creation, production and planning of all participant communications (emails, app updates, documentation) as well as managing a suite of 3 websites, and various social media channels. You will be helping to build the brand of one of the UK's biggest and most popular event series, the Ultra Challenge Series, as well as build and develop our online brand, and presence across social media channels - looking for opportunities to expand our reach, audience and engagement with the brand. This is a varied role, ideal for someone with a relevant degree and 1-2 years of post University work experience in a similar role, in house or with an agency.

### Responsibilities & Duties:

- Implementation of the participant communications journey - from the moment of 'sign up' to completing a challenge - using our app platform, websites, e-communications
- Coordinating & enhancing the 'digital' journey for participants - marketing campaigns across social media, websites and via email
- Delivering on detailed communications in the lead up to events and challenges - ensuring a high level of accuracy, to specific deadlines & timeframes
- Managing our Social Media channels - with a passion & interest in growing online communities within the lifestyle and sporting space
- Creating, designing and developing engaging content - blog writing, social media campaigns
- Attending & documenting live event action - for the purposes of social media, websites & online blogs

### Skills required:

You will be an ambitious individual with the desire to work in a dynamic, small & successful team – with a flexible & committed approach to work, a keen eye for detail, and strong written and verbal communications skills. You will be able to demonstrate from previous work experience your ability to engage with audiences, create written content on a wide variety of subjects and have a personal passion for adventure travel and/ or sporting events.

- Degree level education ideally in a relevant subject matter
- Has the ability to plan their work based on commercial priorities – and is happy to be part of a 'results' orientated team
- Experience of Canva, Wordpress, Adobe suite
- Ability to grow audiences on social Media platforms - Facebook, Instagram, Tik Tok
- Excellent written and verbal communication skills

### The Role:

Based at our South East (Woolwich) London office – with a salary of up to £25,000 depending on experience. There will be a two stage interview process with a presentation.

To apply complete our online applications form here:

<https://airtable.com/app5AvtQa24OOUdPe/shr4z7j291EUti8mx>





# Contact Us

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