RECRUITMENT PACK

CAMPAIGNS OFFICER

FEBRUARY 2017
Women in Sport is the leading charity dedicated to transforming sport for the benefit of every woman and girl in the UK. With over 30 years’ experience in the sport sector, we draw on our unique insight to champion the right of every woman and girl in the UK to take part in, and benefit from, sport: from the field of play to the boardroom, from early years and throughout her life.

We are looking for a Campaigns Officer to join the team and support us in delivering our ambition. We need someone who will be an integral part of our Engagement and Campaigns team, supporting and growing our current campaigning and communications activity.

We are building a team of people who share our ambition, have a highly flexible and adaptable approach to work and want their day job to make a difference to society. An interest in women’s sport will also help but you do not need to be ‘sporty’, or be a woman – in fact we value a diversity of experiences of sport in our team. Come and be part of this exciting new era for women’s sport.

ABOUT US

We’re committed to equality and operate within a culture and structure that recognises diversity and strives to be fair. We live by our values of Fairness, Insight-led, Collaborative and Challenging, (details on our website) and we aim to have an entrepreneurial and flexible approach to work. The team has created ‘Culture Club’ that has collaboratively introduced a range of initiatives to make Women in Sport a great place to work.

We’re currently based in a Co-Work shared office in Finsbury Square that we share with a range of other businesses. The environment offers us the flexibility to work in a hot-desking environment, alongside all the ‘Big Office’ facilities of great broadband, a selection of well-equipped meeting rooms and break-out space. It suits our fast-paced, enthusiastic attitude and allows us the flexibility we need to respond to change.

We’re a small team, but we’re doing big things. Transforming sport for the benefit of every woman and girl in the UK isn’t easy, but we’re committed to making the biggest difference we can. If you want to help us achieve our vision, why not consider a career with Women in Sport. We’re in. Are you?

THE ROLE

The purpose of this role is to understand and support Women in Sport’s vision, mission, strategy and values and to advocate these externally to potential funders and key stakeholders.

The Campaigns Officer will play an important part in supporting Women in Sport’s communications and campaigns activities, helping to promote the charity and its impact to a wide range of audiences,
including professionals in the sport, health and education sectors, funding bodies, government and policymakers and the general public.

It is an ideal role for someone who is looking to gain in-house communications experience in an exciting and growing charity, and offers the successful candidate an opportunity to learn and practice the skills needed to forge a successful career in the charity and/or sport sector. Previous post holders have gone on to work in journalism for Four Four Two and in PR for Clipper’s sailing team.

This role will initially be line managed by Women in Sport’s Director of Campaigns and Engagement.
Responsibilities

1. **Support the creation and delivery of effective and creative campaigns to promote the work of Women in Sport**

   - Participate effectively in the design and management of campaigns that work across digital and offline platforms, working with the Women in Sport team to deliver tangible results.

   - Undertake research for the purposes of campaigning and to keep up-to-date with gender equality issues.

2. **Delivery of effective marketing and communications to promote Women in Sport and partner activities, successes and impact**

   - Support the Women in Sport team to create relevant and engaging communications and marketing materials (both online and offline) to showcase activities and achievements to Women in Sport’s key audiences and stakeholders.

   - Day-to-day maintenance of content on the Women in Sport website.

   - Delivery of regular online communications through newsletters and e-zines.

   - Use a range of online systems and technology to communicate marketing messages and monitor their impact including our social media channels.

   - Interrogate and understand our data using our CRM system e-Tapestry (known internally as The Fanzone), to generate segmented marketing lists for effective targeting of messages and marketing activity. To be a designated CRM super-user.

   - Contribute to our marcomms reporting – how we measure ROI and performance and apply it back into our work.

3. **Assist in the running of the Women in Sport press office**

   - Write and proof read press releases, statements and media briefing packs.

   - Respond to enquiries, briefing spokespeople, producing and distributing media materials and creating media monitoring reports.

   - Assist with live and recorded media interviews.
4. **Attend relevant meetings, conferences and events.**

- Attending and contributing to team meetings and Away Days, department catch-ups, and one-to-ones with Line Manager.

- Accompany the Director of Campaigns and Engagement and other members of the Women in Sport team to meetings with key stakeholders and assist as necessary.

- Attend sporting range of events where relevant, with occasional weekend/evening work required.

5. **Event Planning & Management**

- Support the Engagement Officer in the planning and delivery of events including, but not limited to:
  
  - Sourcing, booking, managing and briefing speakers
  
  - Creating marketing collateral and collateral to be used at events
  
  - Dressing venues
  
  - Creating a high quality customer experience from the booking process through to evaluation
  
  - Evaluating events and writing evaluation reports

**The postholder may be required to undertake such duties not included in the job description as are reasonably requested by their Line Manager, Director and/or the CEO.**

**The job description may be subject to review from time to time in consultation with the post-holder.**

Starting salary: £22,000

Hours: 35 per week. From time to time the post holder will be required to undertake commitments outside normal working hours.

Annual leave: 25 days, plus Bank Holidays
Pension: Women in Sport operates an auto enrolment pension, contributing up to 5% of salary.
EXPERIENCE & SKILLS

Required

• Graduate qualification or equivalent employment experience
• At least one year’s experience of working in marketing or communications
• Experience of writing for a range of audiences and using different mediums to produce convincing, clear and succinct content
• Experience of producing marketing/communications collateral in both print and digital media
• Solid understanding of online marketing and communications, including professional exposure to Twitter, Facebook, Instagram and website CMS management
• Good communications skills: written, verbal and presentational
• Excellent copywriting and presentation development and production skills
• Excellent IT and MS Office skills, specifically Word, Outlook, PowerPoint and Excel
• Excellent attention to detail and accurate data entry skills

Desirable

• Experience of working in a campaigning and/or lobbying environment
• Experience of working in or knowledge of the UK sport sector
• Understanding of the political, cultural and social environments affecting equality and women’s sport.

Personal Attributes

Enthusiasm, energy and willingness to meet challenging demands, work to deadlines and cost limits

Self-disciplined, with excellent attention to detail

A strong team player with good inter-personal skills

A personal commitment to gender equality
TO APPLY

If you feel inspired to come and work with us, please submit a covering letter (maximum 2 sides A4) and detailed CV to careers@womeninsport.org. The covering letter should explain why this role interests you and how your experience addresses the criteria as set out in the job description. We look forward to hearing from you.