

RECRUITMENT PACK: COMMUNICATIONS MANAGER

JAN 2019



WE ARE WOMEN IN SPORT

Are you passionate about gender equality? Do you want your work to make a difference? We are Women in Sport – come and join our team.

Women in Sport is the leading charity dedicated to empowering women and girls through sport. Our vision is a society where women and men have equal opportunities. Women and girls are missing out on the lifelong benefits of sport. We want to change this, now, for every woman and girl in the UK. We are the only organisation in the UK that researches sport purely from the perspective of women and girls. We use the insight gained to drive change through campaigns and partnerships.

We are looking for an energetic and experienced leader to drive our fundraising and communications. This is a rare and exciting opportunity to work in a small ground-breaking charity, in the high profile and fast-moving arena of women's sport with plenty of scope to make your mark on the cause.

We are a team that shares a great ambition, has a highly flexible and adaptable approach to work and comprises people who 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' – in fact we value a diversity of experiences of sport in our team. And you don't have to be female to work here. Come and be part of this exciting new era for women's sport.

THE ROLE

The Communications Manager leads and manages the development, project management and implementation of Women in Sport's corporate and digital communications, our marketing and our public awareness and fundraising campaigns.

Broadly this includes:

- Develop and deliver the corporate communications and PR/media strategy for the charity, including both planned and reactive media handling.
- Plan and deliver the charity's day to day corporate communications; overseeing and growing our digital presence (website, Twitter, Instagram, Facebook, LinkedIn and our CRM system), working with our high-profile spokespeople and Ambassadors, as well as developing relationships with target media.
- Support the Head of Engagement and Communications in the development and implementation of Women in Sport's marketing for both our campaigning and research work. Includes working closely with agencies to commission the design of digital assets to communicate our research in engaging and innovative ways.
- Support the Head of Engagement and Communications in the development and implementation of the charity's campaigning strategy both in launching new areas of research and insight, testing new innovations and influencing policy.
- Build and develop external relationships with stakeholders across a wide range of sectors and with current and future partner organisations that support us to achieve our mission.

This role will be line managed by Women in Sport's Head of Engagement and Communications and in turn will line manage the Campaigns and Communications Officer. This is a role for a communications & PR professional with solid experience in communications, marketing and media handling, who is looking to develop their career further by leading campaigns which help shift attitudes, challenge stereotypes and help women and girls to lead healthier and happier lives.

Responsibilities

1. Management of the Women in Sport Press Office

- Brief and prepare the Chief Executive, Leadership team, Board members, Ambassadors and spokespeople for media interviews including the development of key messages.
- Draft media statements, media responses and press releases.
- Pro-actively identify opportunities in national, local and specialist media to tell Women in Sport's story, generate profile and awareness of the charity's vision and aims.
- Act as the lead press contact and as a spokesperson for the organisation, where appropriate.
- Develop good working relationships with target journalists to help us reach our target audiences.
- Respond to media enquiries including managing and taking part in an out of hours duty rota.

2. Management of the charity's corporate communications

- Develop compelling key messages and narratives for speeches, presentations and reports.
- Oversee the planning and delivery of the charity's wider communications activity, including all email and social media communications, website and newsletters.
- Lead the Women in Sport team to create relevant and engaging communications and marketing messages and collateral (both online and offline) to showcase activities and achievements to Women in Sport's key audiences and stakeholders, including potential donors and funders.
- Manage the charity's brand (visual identity, tone of voice and messaging).
- Managing and developing assets and proposals to support fundraising objectives.
- Use a range of online systems and technology to communicate campaign and marketing messages – including fundraising messages - and monitor their impact including our social media channels.

- Interrogate and understand our data using our CRM system e-Tapestry to generate segmented marketing lists for effective targeting of messages and marketing activity. Be a designated CRM super-user.
- Maintain up to date records of key activities and contacts on CRM system e-Tapestry.
- Lead our marketing communications reporting – how we measure ROI and performance and apply it back into our work – reporting to the Leadership Group and Board as requested.

3. Management of Women in Sport's communications strategy and planning

- With support from the Head of Engagement and Communications, develop and deliver the PR/media relations strategy to support the charity's campaigning / influencing activity and wider corporate communications.
- Creation of income generating communications and marketing campaigns for our fundraising initiatives with deliverable resourced plans and management of their delivery and evaluation, including new events or activities to drive supporter engagement.
- Monitor and evaluate the impact of all marketing and communications campaign activity.
- Supported by the Head of Engagement and Communications and Head of Operations, set the budget, manage phasing of the budget and actively monitor and manage over the financial cycle.

4. Management and development of staff and volunteers

- Line manage the Communications and Campaigns Officer; ensuring they are motivated and happy at work, have clear objectives which they are supported to deliver.
- Monitor and evaluate the performance of any staff and volunteers in the team in line with the charity's values, ensuring people's skills and abilities are developed and managing to a positive outcome for the charity any poor performance.

5. Attend relevant meetings, conferences and events

- Attend and contribute to weekly team meetings, department catch-ups, and one-to-ones with Line Manager.
- Accompany Head of Campaigns and Engagement and other members of the Women in Sport team to meetings with key stakeholders and assist or deputise for them as necessary.
- Attend the charity's events and some women's sporting events where relevant, with occasional weekend/evening work required.

- Understand and support Women in Sport's vision, mission, strategy and values and advocate these externally to potential funders and key stakeholders.

The post holder 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.

As a member of the Women in Sport team the post holder will have a responsibility to deliver the Women in Sport Research and Advice Service. They will share knowledge, experience and advice through a proactive support service to ultimately prevent women and girls missing out on the lifelong benefits of sport.

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

Salary: £35,000 per annum

Hours: 35 per week. The post holder will be required to undertake commitments outside normal working hours, particularly relating to the management of an effective and impactful press office.

Annual leave: 25 days, plus Bank Holidays

Pension: Women in Sport operates an auto enrolment pension, contributing up to 3% of salary.

EXPERIENCE & SKILLS

Required Experience

- Successful experience of working in a communications and/or marketing role.
- Experience of proactive and reactive media relations with demonstrable results and impact via national media outlets.
- Experience of communicating to a wide range of audiences including B2B, consumers, fundraisers and donors.
- Solid understanding and experience of using online marketing and communications, including professional experience of Twitter, Facebook, Instagram, LinkedIn and website CMS management.
- Experience of line management including being able to delegate effectively.
- Experience of brand guardianship.
- Knowledge of the UK voluntary sector.

Skills

- Strong project management skills with demonstrable experience of successfully managing projects with multiple stakeholders.
- Strong communications skills: written, verbal and presentational.
- Ability to analyse complex information and communicate it effectively to a range of audiences.
- Excellent IT and Microsoft Office skills, specifically Word, Outlook, PowerPoint and Excel.

Desirable

- Experience of creating effective integrated marketing and communications campaigns to generate a change in behaviour or attitude and /or income (fundraised or earned).
- Knowledge of the gender equality and or/ UK sport sector.
- Experience of working for a research led charity or similar organisation.
- Understanding of the political, cultural and social environments affecting equality and women's sport.

Personal Attributes

- A personal commitment to gender equality
- Strategic thinker with strong decision-making abilities
- Confident and proactive
- Strong relationship building skills.
- Able to work as part of a team and build relationships and trust quickly
- Ability to prioritise a varied workload and the handling of multiple priorities with excellent time management skills
- Someone who thrives in a fast-paced environment.