

<b>POSITION</b>	Communications Officer
<b>GRADE</b>	B
<b>SALARY RANGE</b>	£23,000 TO £28,000

The Sport and Recreation Alliance believes that the power of sport and recreation can change lives and bring communities together. With our members and in partnership with the wider sector, we make the most of opportunities and tackle the areas that provide a challenge. We provide advice, support and guidance to our members and the sector, who represent traditional governing bodies of games and sport, county sports partnerships, outdoor recreation, water pursuits, and movement and dance for exercise. As the voice of the sector, we work with Government, policy makers and the media to make sure grassroots sport and recreation grows and thrives. Having an active nation is important as it delivers huge benefits to society and the millions of participants, volunteers, staff and spectators.

## **ROLE SUMMARY**

The Communications Officer reports to the Communications Manager and is a member of the Marketing, Communications and Member Engagement (MCME) Team. Working within a highly focused team, the Communications Officer will play a key role in creating content to help make sure the Alliance's communications are both influential and informative for our full range of stakeholders including national governing bodies of sport, membership associations and federations, sports clubs, journalists, politicians and civil servants.

This is a busy role with some real responsibility so it represents a really good chance to learn and make your mark. The environment is very positive and fun as you would expect in a sporting organisation – but we work hard.

## **MAIN TASKS AND RESPONSIBILITIES**

- To help maintain and build the Sport and Recreation Alliance's profile and reputation through planned and integrated content across all owned channels.
- Supporting our policy, governance, research & development, corporate services and membership teams with all of their communications requirements, including the development of social media, online articles and marketing communications.
- Responsibility for creating engaging, interactive and well-written content around the Alliance's organisational objectives, including campaigns, events and services to grow and engage all key audiences.
- Support the Alliance's social media accounts, driving interaction with members, sports clubs, and the wider public, highlighting how we support the sector.
- Utilise insight, data analytics and member feedback to guide the Communications department on best ways of speaking with our members and stakeholders.
- To support the creation of internal communications and external newsletters to drive awareness of Alliance products and member benefits.

- Working with the Communications Manager to develop content which will help the Alliance to work more closely with policy makers and journalists.
- Produce integrated content alongside the Digital Marketing Officer to promote the Alliance and its services to our members, sports clubs and other key stakeholders.
- To undertake any other duties as reasonably required.

## **PERSON SPECIFICATION**

### **Essential skills, knowledge and experience**

- Experience of working in a communications setting
- An understanding of the UK's sport/physical activity policy environment
- Strong, lively writing skills with an excellent command of grammar and English and ability to adapt writing for different audiences
- An excellent eye for detail and ability to proofread to a high standard
- Strong sub-editor with ability to distil and communicate complex subject matter clearly
- An understanding of what it takes to promote, protect and sustain a good reputation
- An understanding of different communications channels and how to use each most effectively
- Experience of using analytics and data insight to influence communications
- Knowledge and experience of working with MS Outlook, Word and Excel
- Excellent communications and interpersonal skills
- Ability to work on own initiative and as part of a highly motivated team
- Excellent organisational skills and the ability to prioritise workloads and manage time efficiently

### **Desirable Attributes**

- Experience of working in a sports and/or political environment
- Experience of working in a membership organisation