

UK SPORT

JOB DESCRIPTION

JOB TITLE:	Head of Communications
TEAM:	Communications
REPORTS TO:	Director of Commercial & Communications
GRADE:	6
DIRECTOR:	Director of Commercial & Communications

JOB PURPOSE

To lead and develop the Communications Team at UK Sport overseeing the professional and effective delivery of press, digital, social and internal communications and activity.

Overall responsibility for the effective co-ordination, development and delivery of UK Sport's communications strategies to deliver UK Sport's vision of inspiring the nation through Olympic and Paralympic success through strategic, well-planned and professionally executed communications maximising the use of all owned and earned channels to reach a range of key audiences.

To proactively lead the Communications Team in driving positive awareness of the impact of UK Sport's work in delivering both medal success but also the wider socio-economic benefits that investing in medal success delivers for the nation through making best use of all available assets (athletes, major events, athlete support personnel, sector specific experts, practitioners and spokespeople) and channels including media, digital and social media.

To have overall responsibility for the management of UK Sport's internal communication and engagement channels to ensure effective engagement and information sharing across the business with all staff.

KEY RESULT AREAS

- Leading the Communications Team, setting overall strategic direction, developing long-term planning and delivery capability, monitoring and developing performance, building and maintaining morale, generating a sense of common purpose and ensuring that the team consistently delivers against all its responsibilities to the highest quality.
- Driving the development and implementation of comprehensive communications strategies effectively targeting all key audiences both internal and external to UK Sport by making the best use of all communication channels and tools to effectively deliver our messages and drive outcomes.
- Identifying key opportunities to tell our story and land our key messages with the media, developing key media relationships, securing positive coverage and managing the organisation's reputation.
- Driving new and innovative content creation to use across all our digital and social platforms to attract and engage new and existing audiences.
- Ensuring the content on our own channels (website, social media platforms etc) is consistently relevant, accurate and engaging and reflects the tone and values of the organisation.
- Ensuring coordinated and effective communications support for the main UK Sport business portfolio areas.
- Managing the development and use of the UK Sport brand in consultation with other stakeholders.
- Overseeing the development and delivery of a long-term employee engagement and communication strategy.
- Leading the activation of key communication rights as agreed with commercial partners.
- Develop effective working relationships with all key stakeholders including the English Institute of Sport (EIS), the Department of Culture, Media and Sport (DCMS), the National Lottery family including Camelot and the National Lottery Promotions Unit, National Governing Bodies, the British Olympic Association (BOA), the British Paralympic Association (BPA), commercial partners and all other relevant organisations
- Responsible for developing an organisational narrative and key messages to communicate UK Sport's mission, values, programmes and activities
- Taking lead responsibility for the editorial content, production and delivery of UK Sport's core publications including the Annual Report

- Responsibility for the management of the Communications budget through regular updates and dialogue with the Director of Commercial & Communications.
- Maintaining own knowledge of activities, developments and policies within UK Sport to ensure they can be effectively communicated to key target audiences.

KEY INTERNAL AND EXTERNAL CONTACTS

- UK Sport Chair, CEO, Directors and other staff as required
- National press, broadcast and online sports editors and correspondents; regional press and sports specific journalists as appropriate
- Heads of Communication, news and marketing leads at DCMS, National Governing Bodies and key partner organisation contacts including the British Olympic Association, British Paralympic Association, UK Anti-Doping, Camelot, the National Lottery Promotions Unit and National Lottery distributors
- External suppliers and consultants

JOB FACTS & FIGURES

- Managing the Communications Team of 4 members of staff who cover press, digital, social and internal communications
- Operational decision making responsibility, including responsibility for a budget of circa £600,000

General

Normal working hours are 36 hours a week although flexibility is required in order to ensure core objectives are achieved.

Occasional out of hours work and some travel throughout the UK may be required.

This job specification is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of the organisation.

COMPETENCIES – Senior Communications Manager

TECHNICAL COMPETENCIES

Experience

- Educated to degree level or equivalent
- Ability to lead, develop and motivate a professional and highly competent Communications Team
- Experience of long-term strategic planning, creative development and innovative thinking to deliver effective results for the business

- Ability to lead an effective account management portfolio working collaboratively with key business areas and senior personnel to support delivery of their key business objectives by providing professional communication advice and developing and delivering effective communications strategies and campaigns.
- A first class media operator with a proven track record of working effectively with the media, developing good working relations with relevant journalists and strong news sense and judgement.
- Experience of developing and delivering effective communication strategies to deliver specific outcomes and objectives
- Experience of leading and developing end-to-end campaigns from concept initiation, planning, development, delivery to evaluation
- Practical experience of understanding how to deploy a wide-range of communication tools and channels, including digital and social media to reach a wide range of audiences effectively
- High quality communications skills, including written and verbal communications
- Crisis communications handling and ability to keep a calm head under pressure
- A real interest and understanding of Olympic and Paralympic sport and the sector

JOB RELATED COMPETENCIES

Developing Strategic Relationships

Using appropriate interpersonal styles and communication methods to influence and build effective relationships with business partners (e.g. peers, functional partners, external vendors, and alliance partners.)

Building Organisational Talent

Attracting, developing, and retaining talented individuals; creating a learning environment that ensures associates realize their highest potential, allowing the organisation as a whole to meet future challenges.

Team Development

Using appropriate methods and interpersonal styles to develop, motivate, and guide a team toward successful outcomes and attainment of business objectives.

Strategic Decision Making

Obtaining information and identifying key issues and relationships relevant to achieving a long-range goal or vision; committing to a course of action to accomplish a long-range goal or vision after developing alternatives based on logical assumptions, facts available resources, constraints and organisational values.

Driving for Results

Setting high goals for personal and group accomplishment; using measurement

methods to monitor progress toward goal attainment; tenaciously working to meet or exceed those goals while deriving satisfaction from the progress of goal achievement and continuous improvement.

Leading Through the Mission and Values

Keeping the organisation's mission and values at the forefront of associate decision making and action.

Continuous improvement

Originating action to improve existing conditions and processes; using appropriate methods to identify opportunities, implement solutions and measure impact.

Communication

Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain that message.

Planning and Organising

Established courses of action for self and others to ensure that work is completed effectively.

Lives the Mission and Values

Knows and understands the missions and values.
Operates within the values on a daily basis.
Understands and can explain how their role contributes to the mission.
Gives input to discussion and feedback within the values.