

Sported Marketing and PR

Mentors

(Voluntary Role)

Who is Sported?

Sported is a leading sport for development charity, helping to transform the lives of disadvantaged young people across the UK. We're a membership organisation, working with 3000 amazing community groups and organisations that are using the power of sport to tackle the root causes of some of society's biggest problems, and giving disadvantaged young people the opportunities to succeed in life. Most of our members are, themselves, led by volunteers. While they're knowledgeable and passionate about their sport, and know how to work effectively with young people, they often lack the skills, the time and the networks they need to make their clubs sustainable and effective. That's where Sported comes in!

Why volunteer as a Sported Mentor?

- Have a lasting impact on your local community
- Opportunities to share professional skills and expertise
- Varied and Flexible placements
- Full induction, plus Training and personal development opportunities
- Support from a local Sported Regional Manager and Volunteer Services Team
- Opportunities to work with a range of different communities and types of organisations
- Expenses covered

"The Club was stagnant; on its knees. The mentor's support to create a clear vision and plan has enabled the club not only to survive, but flourish, making a lasting impact on the hardest to reach."

Kevin, Fermain Club, Macclesfield



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What's involved?

- Enabling a Sported member to identify their key audiences/stakeholders
- Supporting the Sported member to identify and articulate their key messages
- Providing advice and information on marketing techniques
- Supporting identification of appropriate marketing tools and how to best utilise these
- Supporting and facilitating development of marketing plans
- Ensuring marketing reflects and supports the Sported member's business plan
- Supporting the writing of press releases and media communications
- Reviewing plans and marketing resources
- Facilitation/ supporting positive meetings focussed on marketing and PR with the Sported member's committee/directors

Person Specification:

<p>Skills in all of the following areas:</p>	<ul style="list-style-type: none"> • Facilitation, training or mentoring • Communication skills; oral and written • Problem solving • Creative thinking • Listening • Using and interpreting information • Building rapport
<p>Personal Qualities including all of:</p>	<ul style="list-style-type: none"> • Interest in transferring knowledge and skills to others • Personable • Patient • Persistent • Dedicated • High level of personal integrity • Open minded • Committed to Sported's aims and success • Committed to working on a Sported project for its agreed duration

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<p>A minimum of 5 years of experience in Marketing and PR and at least 1 more of the following:</p>	<ul style="list-style-type: none"> • Working with a range of people • Working with third sector organisations • Working with volunteers or voluntary management committees • Training or mentoring • Business experience • Organisational development • Change management • Working collaboratively with people to find solutions
<p>Marketing Specific Knowledge/Experience</p>	<ul style="list-style-type: none"> • Community marketing experience • Understanding marketing trends • Experience of working with sponsors

Frequently asked questions

1) What training & support will be offered?

Before you start volunteering with us we ask you to complete our induction process so that we can introduce you to other members of the team, equip you with the specific knowledge and skills to fulfil your role, and prepare you for your placement. We run three-hour face-to-face induction sessions, arranged and led by our Regional and Country Managers, backed up by further reading and peer support as appropriate.

2) How long does it take until I start volunteering as a mentor?

Requests from Members for Mentor placement support are approved by our assessment panel on a quarterly basis and carefully matched with your skills, availability and geography. You could be placed within three months of joining the Sported mentor team, but it may take 6 months and in some circumstances longer. A request for light touch support from a mentor is generally a quicker process and a member club and mentor can be paired within a couple of weeks. If a light touch volunteer role is of more interest to you please get in touch with your Regional / National Manager.

3) What is the time commitment?

We ask our Mentors to commit to at least six months of volunteering with us, but every placement requires a different level of involvement from answering a question or having a conversation to a couple of face-to-face meetings or a three to six month placement. The scope and length of potential placements will always be discussed with you and it is important that you complete any volunteering that you have agreed to. We ask our Mentors to commit to one task initially. After that we will review it with you and discuss future options.

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I'm interested what's next?

1) **Application form** - If you meet all aspects of the person specification please complete the online application form www.sported.org.uk/become-a-mentor/apply-here



2) **Review** - After reviewing your application we will either contact you to arrange an initial interview with your Regional or Country Manager or let you know if your application doesn't appear to fully meet the person specification.



3) **Interview** – Your initial interview could take place over the phone and/or in person depending on your location.



4) **Reference and induction session** - Following the interview, if both parties are happy to proceed, we will take the details of a referee and keep you informed of the date of the next induction session to attend.



5) **Acceptance** - Upon completion of your induction session and receipt of your reference we will confirm whether or not you have been accepted onto the Sported team.



6) **Placement** - Once trained, we will keep you informed about projects or placements that seem to suit your knowledge, skills, interests, location and availability.

Please note this is a voluntary role. For more information about becoming a Mentor please contact the Regional/Country Manager for your area, call the Sported office on 020 7389 1905 or email the Volunteer Services Coordinator volunteer@sported.org.uk

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