

Strategic Communications Lead

July 2022

Sported
Job Information
Pack



Note from our CEO

Thank you for expressing an interest in this important and exciting new role.

It has never been a harder time to be a young person growing up in the UK. One in four children live in poverty; recorded knife crime has more than doubled in the past 5 years, 80% of young people note their mental health has worsened in recent months and youth unemployment is at an all-time high. With youth provision reduced by over 40% since 2015, an already challenging future has been exacerbated by Covid-19 which has disproportionately affected the most disadvantaged and widened inequalities.

Amidst the gloom, thousands of community sports groups operate, not to create the next sporting superstar but to remove barriers from young people's lives to allow them to thrive against the odds. We are the UK's largest network of community sports groups and we exist to provide our groups with the skills and funding needed so they can become sustainable and deliver their services to those most in need.

If successful, you'll be joining a remarkable Sported team of 50 people with backgrounds and specialisms ranging from social/youth work and business development to sport development and econometrics. The delivery team are local to their members and reside across the UK. We also have a central office in Borough, London.

Even more capacity is provided by our skilled, knowledgeable and passionate volunteers, who now number more than 300, and who work with the leaders of our member groups – most of them also volunteers – to build the effectiveness and sustainability of their organisations, so that they can do what they do best: positively influence and change the lives of young people.

For more information about Sported; our services and our impact, please see www.sported.org.uk

Whether or not you apply for this role, and whether you are successful or not, I'm grateful to you for considering bringing your skills and energy to Sported and our wonderful members.

Yours faithfully,



Nicola Walker
Sported CEO

Reach. Include. Empower

In our new 4 year strategy, we will strengthen the local workforce and build the resilience of community sports groups.

Through our network of 2,500 grassroots groups, we will improve wellbeing, tackle inequalities and connect communities.

We know sport and physical activity can have **wide ranging benefits** for young people, communities, and society. For the next 4 years, we have identified 3 priority areas – wellbeing, equality and community – that are both hugely **relevant and important** within the current environment, and also where we believe Sported has the **expertise and experience** to have the biggest impact.

At the heart of our work will remain our **long-standing commitment** to support the **passionate, dedicated local people** who are running vital community sports groups across the UK and **building the resilience** of these groups, so that they can survive and thrive.

Our vision

We want every young person to have the same opportunity to fulfil their potential.

Our purpose

Helping community groups survive, to help young people thrive.

The Clubhouse



Our values

Demonstrate
integrity

We **lead** by example

We are honest, open and
trustworthy

We are **diligent** and
committed

We are willing to **challenge**
and be challenged

Commit to
inclusion

We are positive, **supportive**,
and approachable

We **value** an inclusive
culture

We demonstrate respect
and **equality** for all

Be
people
led

We are led by the **needs**
of our network and
volunteers

We invite feedback and
respond quickly

We **collaborate** and
support our colleagues

Drive
change

We are **innovative** and
make things happen

We strive for **continuous**
improvement professionally
and personally

We make a significant
impact to communities and
young people

Staff benefits

2 x 'personal leave' days
for religious holidays
and/or wellbeing days

2 x 'volunteer' days to
volunteer for another
charity or Sported
members

Up to **5 x 'study leave'** for
self-funded education/
training

At Sported, the
**wellbeing of our
staff is paramount**,
we are proud to
offer benefits to
promote a **happy
and healthy** team

Virtual
**Diversity &
Inclusion**

'Open Space'

Every month where
the team support
each other and raise
awareness on topics
such as **racism** and
LGBTQ+ inclusion

Flexible working arrangements, including working from
home and flexibility around caring responsibilities

A **confidential counselling** service is available to all
employees free of charge

Annual leave entitlement of 25 days, in addition to
public holidays (pro-rata for part-time colleagues)
increasing 1 day per year after 4 years

Access to a **Pension Scheme** to give you peace of mind

A Sported **'Culture Club'** made up of six members of staff,
who come together to discuss Sported staff culture, issues
and promote innovation

Cycle to Work Scheme available to support our
commitment to promoting healthy living

Discounted offer for a 12-month **Tastecard+ membership**
for £29.99 (RRP £79.99), giving you access to an array of
discounts across food, shopping and entertainment

Daily Exercise is actively encouraged at Sported, including
'run club' and other activities for those based in local teams

'Learning Lunch', a timetable of in-house virtual training
sessions where staff learn from each other on a variety of
subjects related to our work



Role overview and responsibilities

Role overview

In recent years Sported has made significant strides in raising its profile, both within the sport for development sector but also more publicly too. We've benefitted from amazing opportunities such as the **Times Christmas Charity Appeal**, established partnerships with the likes of **Barclays, Nike**, and the **Mayor of London's office** and been supported through our high-profile Ambassadors, **Eric Dier and Rory Best**.

As we seek to develop **new and exciting partnerships**, share amazing content from our network and **advocate for change** on their behalf, we are looking for an **exceptional communications professional** to work across the Sported team, trustees, Ambassadors and partners to deliver **innovative, emotive and impactful** communications to drive profile and create influence for the **benefit of young people** across the UK.

This role is responsible for supporting and developing our external profile in line with our 4 year strategy – demonstrating our diversity and impact and evidencing our role as the **voice of community sport**. You will work across the team, in particular supporting insight and fundraising, to create content, messaging and moments that highlight the role of Sported and its network in delivering our mission to ensure **'every young person has the same opportunity to fulfil their potential'**.

Job title:	Strategic Communications Lead
Reporting into:	Head of Insight & Strategy
Hours:	4 or 5 days (30/37.5hrs)
Contract:	Permanent
Salary:	£40,000 pro rata
Location:	Flexible
Annual Leave:	25 days + statutory bank holidays

Internal relationships:

- Head of Insight & Strategy
- CEO
- Deputy CEO
- Fundraising Team
- Insight Team
- Marketing Coordinator

External relationships:

- Sported partner agencies
- Government/statutory agencies
- Media
- Corporates/brands
- Sported members
- Sported volunteers

Role responsibilities

- **Design, deliver and review** effective external communication strategies that support fundraising and advocacy
- Define target audiences (such as corporates for fundraising and policymakers for advocacy) and **build strategies to promote and influence**
- Establish and **maintain relationships** with **key influencers, journalists** and **policymakers** to raise and strengthen the profile of the organisation
- **Raise the media and social media presence** of Sported and our network
- Help direct the insight generated by Sported to **create newsworthy** and **relevant content**
- Ensure **Sported's voice**, and the **voice of our members**, is represented within community sport
- **Design** and **deliver** organisation-wide **campaigns** around key policy areas
- Create targeted fundraising collateral/ presentations to **ensure our unique offering is conveyed**
- Manage Sported's brand and ensure **appropriate and consistent messaging** across both internal and external communications
- Work with Sported's Marketing Coordinator, others across the team and external agencies (e.g. Fuse, MC Saatchi) to **deliver campaigns and content**
- Work with external partners/funders to **promote projects and partnerships** and **showcase their impact**.
- **Manage website content** to ensure impact and relevance



Person specification

Knowledge and experience

Essential experience:

- **Brand management skills** and experience **of raising the profile** of an organisation
- A track record of **developing and implementing successful communication strategies** and plans
- The ability to **analyse and segment B2B audiences** and tailor messaging accordingly
- Professional experience of working within **income generation** and evidence of successfully developing audiences to **deliver financial growth** including the general public
- Experience of **sourcing and identifying new opportunities** for 'news'
- Combining data and stories into **compelling new narratives** to influence policymakers and other organisations Experience of building relationships and alliances with range of stakeholders, including **corporates, key Ministers and government officials, National Governing Bodies** and other important sector partners
- Excellent **copy-writing skills** with an engaging writing style and an ability to write for professional and public audiences
- Experience of **heading up strong campaigns**
- Good understanding of the media and a network of contacts
- **Professional experience** of using **social media** and **digital** to extend our reach
- **Skilled** in the use of digital tools including **Mailchimp, Wordpress and Google Analytics**, with an ability to track and report performance in key audience segments to clearly defined outcomes

Desirable experience:

- Proven **connections** with **relevant media** and **government influencers**
- Experience working in the **voluntary sector**
- Experience **working remotely** and/or with an organisation who has remote workers
- Experience **working in a multi organisational context** with partners, stakeholders and membership

Skills and attributes

Essential skills & attributes:

- Highly **motivated and self-driven** with an ability to prioritise own workload
- Excellent **communication skills**, both written and verbal
- Strong **influencing and advocacy skills**
- Excellent **attention to detail**
- Strong **interpersonal** and **relationship management** skills
- Innovative, **empathetic**, curious and **courageous**

Personal qualities:

- **Commitment** to the **mission of Sported**, understanding the positive change sport can make in young people's lives
- Set up to comfortably work from home (laptop & phone provided)
- **Able** and **willing** to work outside of office hours, as required
- Willing to **travel** to **national** meetings



We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.

Recruitment timetable

Closing date for applications:	9am on Monday 1st August
Notify successful applicants:	by Tuesday 2nd August
Interviews:	Monday 15th August
Role commences:	ASAP

To apply for this role please head to the [career page](#) on our website, where you will find a link to apply. You are required to upload your CV and supporting statement providing clear examples of how you meet the person specification.

Please note: Only successful applicants invited to interview will be contacted. Please assume therefore that if you have not heard from us by Monday 15th August, you have not been successful for interview.

If you would like to have an informal discussion about the role, please contact
Tom Burstow,
Deputy CEO
t.burstow@sported.org.uk