

Marketing and Communications Coordinator

July 2024

Sported
Job Information
Pack



Note from our CEO

Thank you for expressing an interest in this important and exciting 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,

Sarah Kaye



Reach. Include. Empower

Our 2021–25 organisational strategy, sets out how we will strengthen the local workforce and build the resilience of community sports groups.

Through our network of 3,000 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.

Between 2021 and 2025, we have identified 3 priority areas – wellbeing, equality and community – that are 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

Sported staff benefits

Up to five days
paid 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

Volunteer Days – two additional days of paid leave each year to volunteer for another charity or indeed our Sported members

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)

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

Virtual Diversity & Inclusion 'Open Space' every fortnight where the team support each other and educate on issues such as racism

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.

Personal growth is a key component to the success of our organisation, at Sported we invest in learning and development opportunities

'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

This is an **exciting time to join Sported** as we continue to grow and diversify. As Marketing and Communications Coordinator, you'd be part of an organisation **delivering vital support that is a genuine lifeline for grassroots groups** and the young people whose lives they transform. We are looking to recruit a **capable marketing and communications professional** to join our 50-strong UK wide team, reporting into our Head of Marketing and Communications.

You will be responsible for **shaping, delivering and evaluating** Sported's communications activities, predominantly targeting our members and volunteers, with a lens on using data insights to maximise engagement and to **contribute to intelligence that ensures our products and services meet market demand**.

You will provide **marketing collateral and support** to our delivery team as they service our existing members and recruit new ones. However you will work across the different functions of the organisation.

The ultimate **measure of success** in this role will come from **building engagement within our network and external**. You will be accountable for **consistent and effective messaging, brand and tone of voice** throughout the organisation.

We are looking for someone with **strong copywriting and digital skills** with a flair for engaging and creative marketing that **activates the intended audience**.

Job title:	Marketing & Communications Coordinator
Reporting into:	Head of Marketing
Hours:	Full Time (37.5 hours)
Contract:	Permanent
Salary:	£26,523 – £33,949 per annum (depending on experience)
Location:	Flexible
Annual Leave:	25 days in addition to statutory bank holidays

Internal relationships:

- Head of Marketing and Comms
- Content and Design Officer
- Senior Leadership Team (SLT)
- Member Services team
- Delivery team
- Partnerships and Fundraising

External relationships:

- Sported members
- Sported volunteers
- Consultants and agencies
- Sported funding partners
- Sported sector partners
- Media as required

Role responsibilities

Communications

- Take responsibility for ensuring a **consistency of messaging and tone of voice** across the organisation
- **Devise and manage** data-driven communications to members and volunteers
- Create **compelling** member and volunteer newsletters and updates – **building engagement and strengthening relationships**
- Seek **innovation and challenge** how we work to identify brilliant ways to reach and engage members and volunteers at different points in their journey at Sported
- Provide the team with support, where requested, with **communications activity**
- **Copywriting** for various publications and fundraising materials
- Support the Insight and Project teams with **generating powerful case studies** which illustrate the value of Sported and tell the story of our work across the country
- Leverage Sported's strategic partnerships to generate **impactful branded collateral**, create messaging to support partnership objectives and achieve broader organisational goals



Role responsibilities

Marketing

- **Provide marketing and branding support** across all organisational functions, including the designing of collateral and other materials
- Deliver **data insights** that ensure our member offer is informed by intelligence
- Provide organisational **support and promotional materials**
- Write **clear, compelling, and timely copy**
- Co-manage Sported's **asset library** including photos, videos, etc while introducing new assets where appropriate
- Act as a **guardian of the brand** and support its consistent implementation, both internally and externally
- Provide support as required to **enhance key areas of work** as specified by the Head of Marketing
- Management of the **Individual giving programme** communications

Digital

- **Lead on management of our website** with **appropriate content** for our stakeholders while evaluating analytics to drive improvements.
- Support our Member Services team with digital content on the **Sported Hub to engage existing and potential members and volunteers**
- Co-manage Sported's social media channels as a way to **engage our target audiences**. Ensure there is an up-to-date and exciting presence across X, Facebook, LinkedIn and Instagram
- Seek out best practice from new tools such as AI that allow us to deliver value digitally

Person specification

Knowledge and experience

Essential knowledge & experience

- 1-2 years experience in a **marketing or communications role**
- **Good writing skills**, with an understanding of generating actions from different audiences
- Creation and delivery of **marketing campaigns** via different platforms
- Designing, writing, and producing marketing materials, preferably using **Mailchimp and Canva**
- **Understanding of data** and how it informs marcomms activity
- Understanding of **managing and editing websites and social media channels**

Desirable experience

- Experience of the **charity, voluntary and/or sports sectors**
- Ability to create basic video and content for social media
- Implementing a **communications plan**
- The **production of** a wide range of marketing materials
- Use of **SurveyMonkey and other marcomms**
- Brand **management** and implementation

To succeed you need to be...

- An excellent communicator with strong copywriting skills and an **ability to engage with a clear and compelling style** where attention to detail matters
- Able to **manage a varied workload** to ensure deadlines and standards are met
- Able to create and deliver effective **marketing and communications which segment and reach our various audiences**
- Able to **handle challenges** by applying **considered but pragmatic solutions**
- **Influence change** in a fast-paced, and sometimes unstructured, environment
- Able to **challenge accepted practice** and have a **growth mindset** for change
- **Highly motivated** and a **self-starter** with confidence in decision making
- **Commitment to the mission** of Sported
- Set up to **comfortably work from home** (laptop & phone provided)
- **Willing to travel** to national meetings and local activities



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 Wednesday 31 July
Notify successful applicants:	by Wednesday 7 August
1 st Interviews:	w/c 12 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 8 August, you have not been successful for interview.

If you would like to have an informal discussion about the role, please contact **Mark Woods**, Head of Marketing
m.woods@sported.org.uk