

Digital Communications & Content Manager

Area: Nationwide role

Location: SportsAid Head Office in London (near London Bridge) with hybrid working.

Reports to: Head of Fundraising

Hours of Work: Full time

Flexible working: hybrid working and other reasonable flexible working in place. We are committed to helping our team members maintain a healthy work-life balance, so offer flexible working around core hours to help achieve that.

ABOUT US

At SportsAid we exist to encourage, enable and empower the next generation of athletes to achieve their ambitions in sport and life. For decades, we have been side by side with Britain's greatest emerging sporting talent, from Mo Farah to Jessica Ennis-Hill to Ade Adepitan, Paula Radcliffe and so many others to give them vital support before they became Olympian and Paralympian stars.

Without our support, a lot of our most talented sporting prospects would drop out as the demands of pursuing their dreams are too often impossible barriers to overcome.

YOUR ROLE

This is a crucial role for SportsAid and the next generation of athletes as stories are at the heart of everything we do: they guide our decisions, they inspire us to give our all every day and they are instrumental to catalysing support for young athletes.

You will develop and deliver creative communication plans to interest, engage and inspire Sports Aid's audiences, galvanising support for the charity's work by engaging in digital communications channels and platforms.

You will manage all aspects of digital content, including social media, website content, newsletters and other multimedia assets and you will support the SportsAid team to deliver their priorities and communicate effectively with key stakeholders/audiences and the wider public around SportsAid's work

Crucially, you will have plenty of opportunities to help innovate our approach, incorporate insight and good practice from your experience

YOUR RESPONSIBILITIES

- Lead on developing a strategic communications plan for SportsAid to capitalise on the inspiring stories of the young people the charity supports and the various communication channels, especially through social media and other digital communications

- Develop and execute a social media strategy to grow and engage our online community
- Manage social media channels, including content scheduling, posting and interaction with followers
- Monitor and report on social media performance using analytics tools, making data-driven adjustments as needed
- Deliver proactive communications which promote the impact of SportsAid's work, reflecting the positive change we are enabling and the impact we are having on the life journeys of young sports people (and their families)
- Manage and lead on the writing and implementation of creative communications plans for various themes, topics and projects, delivering impactful storytelling connecting directly to audiences, eg women and girls in performance sport; sport and mental wellbeing
- Plan, produce, promote and implementation of communications activity to drive the awareness and understanding of SportsAid's work
- Develop and utilise stories and case studies to support the delivery of SportsAid's fundraising strategy and activities, working with the charity's beneficiaries, partners and other stakeholders
- Create high quality communications content, including short and long-form written copy for website articles, press releases and publications, and where relevant, video content (in collaboration with supporting production partners)
- Ensure that the SportsAid website is dynamic, interesting and up-to-date
- Ensure a coordinated and consistent approach to all SportsAid's communications activity
- Lead on the measurement and evaluation of communications activity to ensure best practice
- Manage external agencies and suppliers and related project budgets as required

Additional activities related to SportsAid's wider operations

Work with the SportsAid team in supporting, communicating and delivering the charity's various fundraising and engagement activities, as required. This may include supporting the charity's events during the year, particularly those involving athletes and their parents and at key flagship events including those that may involve the charity's Royal Patron.



Any other duties as may reasonably be requested in delivering the role. As and when SportsAid evolves in its mission and purpose, so the job description, duties and responsibilities of this role within SportsAid may be adjusted accordingly.

ABOUT YOU

You are brimming with innovative ideas and creative ways to engage audiences in SportsAid's work, you don't need to be an avid sports fan but an appreciation of the power of sport to change lives and a genuine interest in using your skills and experience to help SportsAid deliver its mission is essential.

Here's some of the experience and expertise you will need for the role:

You definitely have:

- Proven experience in digital content creation, social media management and communications.
- Strong writing, editing and storytelling skills, with an ability to tailor content for different audiences and platforms.
- Proficiency in using social media platforms, content management systems and email marketing tools.
- Knowledge of SEO best practices and experience with web analytics tools (eg Google Analytics).
- Ability to work independently and as part of a team, managing multiple projects and deadlines.
- Experience in a charity, nonprofit, or sports organisation

You are:

- A creative thinker with a strategic mindset.
- Very strong at planning, organising and executing
- Able to adapt to changing priorities and work in a fast-paced environment.
- An excellent communication and team player
- A proactive and positive person, with a passion for making a difference.

PACKAGE AND BENEFITS

Salary	A salary in the range of £36,000 to £40,000 per annum is available for this role
Pension	SportsAid makes a contribution of 3% and the employee makes a minimum contribution of 5%
Private Healthcare	Membership of the SportsAid private health insurance scheme is available for the employee (your premium paid by SportsAid)
Death in Service Benefit	Inclusion in company scheme (your premium paid by SportsAid)
Cycle to Work Scheme	Scheme access available to all staff
Holidays	25 days per year, plus Public Bank Holidays; increasing by 1 day for each completed full year of service, up to 30 days
Flexible & Hybrid Working	Hybrid working and other reasonable flexible working is in place; we are committed to helping our team members maintain a healthy work-life balance, so offer flexible working around core hours to help achieve that
Season Ticket Travel Loan	An interest free loan is available to all staff

NOTES:

As the role will involve contact with young people, the appointee will be required to undergo an enhanced DBS check in relation to the post. A confidential equal opportunities form will be shared which all staff and prospective applicants will be asked to complete.

SportsAid recognises that certain sections of the community have been affected by structural inequities and may be denied the opportunity to participate equally and fully in sport at all levels. SportsAid as an organisation believes our role is to remove the barriers that our most under-served, at risk and minoritised groups of young people experience when trying to access sport and physical activities.

SportsAid therefore positively welcomes, and seeks to achieve, diversity in our workforce and that all job applicants, volunteers and employees receive equal and fair treatment. We positively encourage applications from all candidates regardless of age, race, ethnicity, gender, disability, marriage and civil partnership status, gender identity, background, religion, faith, sexual orientation, maternity status, pregnancy, belief or nationality.

Want to find out more?

Serena, the Head of Fundraising, would be more than happy to have an informal chat to help you decide if this is for you. Feel free to email her to arrange a good time to do it: serena@sportsaid.org.uk

Meanwhile, enjoy a couple of videos to get a sense of what we are about:

<https://www.youtube.com/watch?v=qEVgBnZdhQo>

<https://youtu.be/fyhDNUj8SdI>

Please apply by emailing serena@sportsaid.org.uk with your CV and one page outlining how your experience and expertise fits with this exciting role.

On receipt of your application, you will be sent a confidential equal opportunity form which all applicants will be asked to complete. Applications will be reviewed on a **rolling basis up to the deadline of 5pm on Friday 22 November 2024.**