



• Maximising the power of sport to change lives •

JOB DESCRIPTION

Job Title: Communications Manager

Grade: Deputy Principal

Salary Scale: £38,017 - £41,799 per annum

Department: Operations

Location: House of Sport, Belfast

Responsible to: Head of Policy & Innovation

Duration: Permanent

Organisational background:

Sport NI is the lead development public body for sport and physical recreation in Northern Ireland. We are established under the Recreation and Youth Service Order 1986 for the furtherance of sport and physical recreation in Northern Ireland. We develop all aspects of sport and physical recreation, from active participation to Olympic and Paralympic levels.

Sport NI is primarily funded by grant in aid from the Department for Communities and the National Lottery.

Our mission statement is:

We are passionate about maximising the power of sport to change lives

Our DNA (attached)

Sport NI's values are excellence, integrity, collaboration and learning. Sport NI seeks an individual who shares and exemplifies our values and associated behaviours in their daily work.

Overall purpose of job:

This role holder will lead Sport NI's communications and public affairs work (including PR, Marketing, and advocacy) in order to effectively tell the compelling story of the power of sport to change lives to stakeholders in Government, the media, strategic partners, and in the wider public.

The role holder will develop, implement and manage a Communication, Advocacy and PR strategy for Sport NI and sport in NI, engaging with key stakeholders to influence greater recognition of the value of sport.

Duties and Responsibilities:

Communications

- Lead and manage Sport NI's communications function, building a strong and innovative Communications hub with key competencies in PR, advocacy, marketing, digital and social media skills.

- Develop, implement, monitor, and review Sport NI's overall communications plan, recognising the diverse range of stakeholders and formulating communications with regard to the target audience.
- Develop, implement, monitor, and review Sport NI's strategic stakeholder plan, ensuring it remains proactive, innovative and responsive to the sector and all stakeholders.
- Cultivate and maintain effective working relationships with the media, managing communication and messaging effectively and ensuring Sport NI's views are heard and understood.
- Maintain strong working relationships with PR officers of sports governing bodies, UK and Ireland Sports Councils and other sports bodies, to ensure that Sport NI and the National Lottery are represented effectively and properly within their activity where appropriate.
- Lead Sport NI's day to day social media strategy development and delivery, pursuing new opportunities to create engaging and innovative content and using this to engage with key influencers to raise the profile and awareness of Sport NI.
- Deliver effective and proactive targeted news stories and features across print and social media/digital/web and other direct Sport NI communications outlets, including newsletters.
- Working in partnership with the Policy and Insight Manager to ensure good sports practice and key messages are proactively disseminated to influencers and opinion shapers to affect the necessary change at political and policy levels.
- Oversee the production, from concept to completion, of a broad array of digital and print promotional and communication materials for Sport NI, ensuring that all materials present a clear, unified, and positive image for the organisation and brand.
- Managing, formulating and co-ordinating a range of communication messages aligned to the corporate plan for the Chair, CEO and Executive Team for public addresses and key high level meetings.
- To work closely with the Policy & Insights Manager in developing a public affairs strategy which maximises wider opportunities to communicate policy positions and to influence change to enhance sports practice, policy and strategy.

Corporate Management

- Effective management of resources, ensuring work completed aligns to Business and Corporate Plan objectives and is of a high quality, delivered on time and within budget.
- Contribution to corporate management of the organisation as a member of the Sport NI leadership team, undertaking duties of the post with regard to Sport NI's DNA (Values).
- To manage individual and team performance and compliance with all Sport NI's policies and procedures. This includes effective monitoring, reporting and evaluation of all projects and programmes for which the post holder has a responsibility.
- To carry out any other duties that, from time to time, may reasonably be undertaken in the pursuit of the post's overall objectives.

PERSON SPECIFICATION

Job Title: Communications Manager

Essential Criteria

- Degree or equivalent level qualification in communications, public relations, or journalism
- And
- 2 years' relevant experience (or part time equivalent) of working in a press office, PR agency, editorial team or similar communications environment involving media relations activity.
- 2 years' demonstrable experience (or part time equivalent) in preparing a wide range of media and communication products targeted to diverse audiences, including managing multiple social media and digital platforms, including web content.
- 2 years (or part time equivalent) demonstrable experience of applying current communication practice and techniques, including positioning, timing and targeting of news stories to ensure quality generated coverage.
- Demonstrable experience of building strong networks with media outlets and people to influence positive news stories.
- Demonstrable experience of forging and maintaining strong partnerships and working relationships with organisations to gain tangible support for organisational goals.
- Exceptional communication and influencing skills, with a proven ability to convert complicated concepts to effective messages.
- Valid driving licence and access to a form of transport insured to enable the post holder to carry out the responsibilities of the post in full*

* This criterion will be waived in the Shortlisting by Application Form, in the case of applicants whose disability prohibits driving but who have access to a form of transport approved by SportNI.

Desirable Criteria

- 2 Years' experience (or part time equivalent) of working within a sporting environment
- Chartered member of CIPR

Sport NI reserve the right to shortlist based on desirable criteria

