

ROLE DESCRIPTION

POSITION:	Communications Officer
SALARY:	£24,000 per annum plus bonus
RESPONSIBLE TO:	BWL Commercial Manager
JOB BASED AT:	BWL Head Office, Leeds
CLOSING DATE:	28th April 2017

WORKING CONTEXT

British Weight Lifting (BWL) is the national governing body for Weight Lifting and Para Powerlifting in Great Britain and Northern Ireland. Successful funding bids to Sport England and UK Sport provide a strong platform on which to build the sport. As the leading provider of lifting focused competition, education and development opportunities for lifters and coaches, BWL will enhance sport participation over the next four years as well as build on 2016 success to deliver competitive weightlifting and power lifting teams for the 2020 Tokyo Olympics and Paralympics and beyond.

JOB PURPOSE

The communications officer has a key role to play in planning and delivering communications to key groups, such as BWL members, supporters, volunteers or staff. The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print and online marketing materials. They will also plan and implement communications and marketing campaigns to raise awareness or funds, while progressively improving organisational understanding of what works for different audiences.

KEY RESPONSIBILITIES:

Press

- » Field inquiries from stakeholders including journalists, politicians and trade organisations
- » Create press releases and statements as needed

Digital

- » Develop, manage and update content for the BWL website
- » Maintain social media accounts
- » Plan and create multi-media communications materials
- » Take responsibility for the development and management of the website and blog, including generating content, making improvements to functionality, maximising its potential and monitoring its performance

Social media

- » Manage and expand social media presence, sourcing and sharing newsworthy information from across the charity. Produce regular reports detailing social media activity to share with staff

Publicity and media

- » Increase the organisation's profile across media, and with influencers and organisations
- » Act as a spokesperson when necessary
- » Develop relationships with target media representatives
- » Write releases, articles and statements
- » Respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics

Internal communications

- » Enhance communications with colleagues and develop an understanding of the BWL's work and needs of its users
- » Provide training to staff on branding where necessary and ensure staff are well briefed on key communications issues
- » Analyse all aspects of communications on a quarterly basis and prepare a report to present

Staff and supplier management

- » Manage any volunteers and interns
- » Manage relationships with suppliers of services essential to communication work

Finances

- » Prepare and monitor annual communications budget

Communications

- » Produce, edit and distribute updates and materials for external and internal audiences, dealing sensitively with those whose personal experiences might be featured
- » Provide communications support for BWL campaigns
- » Help market and communicate competitions and events
- » Provide creative, editorial and operational support for communications projects and report on progress
- » Review material regularly, on the basis of feedback if possible
- » Maintain library system for press cuttings, monitor cuttings and report

Brand

- » Ensure consistent branding is used, help maintain and build reputation, act as a brand champion
- » Plan/create multi-media communications materials
- » Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- » Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk
- » Keep up to date on best practice within the sport sector generally and particularly changes to communications innovation, legislation and codes of practice

Other

- » Take an active part in the BWL's external events

PERSON SPECIFICATION

- » A degree in the related areas of the role and/or similar business related experience
- » A good understanding of the various aspects of communications and social media
- » Exceptional in the skills in the use of digital packages
- » Exceptional time management skills
- » Well organised and confident
- » Committed to excellence
- » Can build relationships between stakeholders
- » Able to solve problems
- » Exceptional interpersonal and communication skills
- » Willing ness to support planned weekend and evening work
- » An ability to work to targets and deadlines
- » Full UK drivers licence holder and access to a reliable car
- » An interest and enthusiasm for sport

HOURS OF WORK

The working hours are usually 9am – 5pm Monday to Friday with a half hour lunch with further flexibility from time to time. Some weekend cover is required for events.

BWL offers a company pension and an annual leave entitlement of 26 days plus statutory bank holidays.

HOW TO APPLY

Please send your CV with a covering letter detailing why you feel you are suitable for the role by midnight on the deadline to sue.ward@britishweightlifting.org

Interviews will commence on the **8th May 2017**

If you have not heard from us within 2 weeks of the closing date please assume that you application has been unsuccessful on this occasion.

BWL IS AN EQUAL OPPORTUNITIES EMPLOYER

BWL is a recognised equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of age, disability, gender reassignment, marriage and civil partnership, sexual orientation, pregnancy and maternity, race, religion, belief and gender.