

ROLE PROFILE

Job title Communications Manager

Reporting to Head of Corporate Services

Location Cardiff International Sports Campus, Leckwith, Cardiff (CF11 8AZ) with flexible Home Working

Working pattern Full time (37 hours/week)

Flexible working patterns are available, and the role may involve regular working at evening / weekend events within the 37-hour week

Role purpose Manage the development and delivery of effective communications initiatives across print, website and social media platforms. Informing internal and external stakeholders and raising the profile and reputation of Welsh Athletics through strong media relationships.

To ensure that the Welsh Athletics website and social media platforms are regularly maintained and developed, and that up to date consistent and appealing content is published for our community.

Budgets To be responsible for efficient spend of the Marketing and Communications budget.

Key interfaces Our clubs and members, colleagues and budget holders across the organisation and member of the public contacting Welsh Athletics.

Key responsibilities

Corporate

- To be responsible for the production of marketing collateral and online content.
- To develop marketing and promotional plans for key initiatives.
- To ensure incoming social media messages are dealt with systematically
- To provide the Head of Corporate Services and Senior Management Team with data analysis to help inform future programme development.
- To progressively create and develop a fully bilingual website and to ensure that all Welsh Athletics' press releases are fully bilingual.

External

- To proactively manage and update the Welsh Athletics' websites and social media platforms with relevant, accurate and engaging content.
- To engage with regional and national media providers to develop strong relationships and secure high-profile coverage.
- To write engaging copy for a diverse audience and across multiple channels.
- To develop press releases, respond to media enquiries, source pictures, place stories, use initiative to stimulate interest and create new media opportunities.
- To take responsibility for the communications and marketing aspects of Welsh Athletics' events, including competitions and awards.
- To develop initiatives to increase the number of Welsh Athletics' followers on the various social media platforms, with a particular focus on engaging with under-represented groups.
- To assist with the production of the marketing collateral, as requested.
- To support member clubs in the creation of website, social media accounts and communication pathways.
- Attend key competitions, providing support and media updates as required
- Ensuring that all transactions, procedures and records are compliant with the relevant policies and procedures.
- To undertake other tasks as required by the department to support business operations.

Internal

- To recruit and manage a team of casual staff and agencies to support the delivery of communications' activity.
- To work closely with the Competitions department to promote and report on athletics' events across all disciplines.
- To work with colleagues, volunteers and other partners/stakeholders to proactively develop promotional content and share information with our community via newsletters and online platforms.
- To be responsible for the efficient spend of the Marketing and Communications budget.
- To assist with the promotion of positive internal communications

Education, Skills & Experience

You'll be someone with great communication skills who works well in a team, while being ready to roll up your sleeves and do what's needed to provide our members with a great service. You'll also be:

	Essential	Desirable
Use of social media platforms	✓	
Basic knowledge of copyright laws and ethical principles relating to publishing	✓	
Experience of website creation and systems	✓	
Experience of writing media reports	✓	
Experience of publishing software	✓	
Experience of media production (e.g video, photography)	✓	
Knowledge of all athletics disciplines	✓	
Knowledge of International Athletics		✓
Experience of presenting information to a wide range of audiences / partners		✓
Some experience and/or knowledge of Google analytics or similar evaluation tools		✓
Links with main media outlets in Wales and the UK		✓
Welsh Speaking	✓	
Able to travel throughout Wales (and the UK as required)	✓	
IT skills, including the use of Microsoft Office, e-mail and internet	✓	
Excellent verbal and written communication skills.	✓	
Excellent organisational and administrative skills	✓	
Experience of website management	✓	
Ability to work under pressure	✓	
Ability to work to deadlines	✓	
Close attention to detail	✓	
Self-motivated and able to work under own initiative	✓	
A team player with the willingness to lead	✓	
Flexible and adaptable to change as work demands	✓	
Ability to enthuse and motivate others	✓	

This role profile is not exhaustive. It is intended as an outline indication of the areas of activity and will be discussed with you and amended over time in the light of the changing needs of the company.

Benefits Package

Salary	£30,000 to 34,000 pa per annum, full time
Tenure	Permanent
Holiday	25 paid days leave plus 8 days paid for bank holidays
Hours	Full Time – 37hrs per week
Other benefits	Company Pension Plan (employer matching up to 6%) Free onsite parking at our office locations (NIAC, CISC) Funded training & career development opportunities
Notice period	3 months

Want to join our team?

Please read the role profile carefully, particularly the essential education, skills & experience required to be successful before visiting our website to begin your application at:

<https://welshathletics.peoplehr.net/JobBoard>

Closing date for applications: Monday 29th November

Interviews to be held in Cardiff: tbc

We reserve the right to close vacancies before the specified closing date, should a large number of applications be received. Please apply early to avoid disappointment.

We appoint using an open and transparent system based on current best practice and if you need any assistance in completing your application or require an alternative format, contact: **Rob Sage** - Rob.sage@welshathletics.org

Please note: We are committed to **safeguarding** and promoting the **welfare** of children and young people and expect all staff and volunteers to share this commitment.

We are committed to **inclusion** and embrace the spirit of all **equalities'** legislation. Where possible, we will always make reasonable adjustments for accessibility to anyone who requires it.

We are not able to offer visa sponsorship and all applicants must have the **right to work in the UK** to apply and be considered for this role. If you are a non-UK National, you must have an appropriate working Visa to undertake employment. Your **personal data** will be held for up to two years and used for Welsh Athletics recruitment purposes only, either alerting you to new vacancies or processed in accordance with a vacancy you later apply for.

We will never pass your details to third parties. To find out more about how we respect your privacy, please visit our web page '[Privacy, Cookies & Copyright](#)'. For more information about Welsh Athletics, visit our web site and the page '[About Us](#)'.