

WELSH ATHLETICS



WELSH ATHLETICS  
ATHLETAU CYMRU



RECRUITMENT PACK

# MARKETING & PARTNERSHIP EXECUTIVE

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ED&I commitment

# OUR VISION

*Athletics for everyone, everywhere*

# OUR MISSION

*To be the no.1 sport for participation,  
performance and inclusive opportunities  
across Wales*

# STRATEGIC PILLARS

**Growing Athletics**

**World Class Wales**

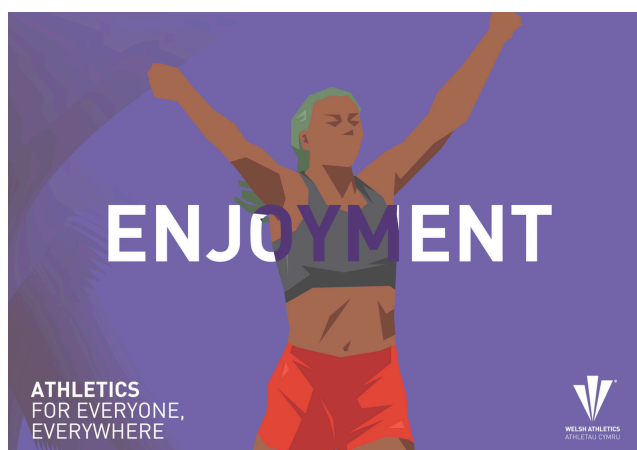
**Thriving Sporting  
Infrastructures**

**An Active and  
Healthy Wales**

**High Performing  
Organisation**

**A Safe and Inclusive  
Sport For All**

# OUR VALUES



# ROLE PROFILE

## Job Title

Marketing & Partnerships Executive

## Salary

£26,000 to 28,000 pa per annum, full time

## Reporting to

Head of Finance & People

## Location:

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

## Working pattern:

Full-time (37.5 hours over 7 days)  
Flexible working patterns, including home working, are available,  
and the role will involve some working at evening/weekend  
events within the 37-hour week

## Role Purpose

The marketing and partnerships executive will be responsible for maximising the exposure of the Welsh Athletics brand, along with supporting the wider awareness of the sport across Wales.

In conjunction with the CEO, you will also play a key role in supporting the activation of commercial partnerships, ensuring that we maximise exposure for our partners and provide the best service to our members.

To be the strategic lead for developing effective internal and external communications for Welsh Athletics and lead on increasing our self-generated income.

# KEY RESPONSIBILITIES

## Marketing & Communications

- To develop and deliver an annual marketing plan
- To play an active role in developing engagement
- To write, edit and proofread marketing copy
- To help develop and implement a communication strategy
- To engage with regional and national media providers
- Manage media relations to ensure maximum level of coverage for all athletics related activities
- To write and circulate all corporate press releases
- To support Welsh Athletics' engagement and consultation projects
- To oversee the production of all corporate documents
- To lead on all corporate campaigns

## Branding

- To lead on the look and feel of the Welsh Athletics brand through its various platforms and events,
- To manage the branding set up at key Welsh Athletics events
- Support the delivery of conferences and launches.

## Commercial

- Identify and onboard new sponsors/partners – ensuring that any activation programme is agreed and delivered.
- To proactively explore new member benefits
- To work across departments to ensure that all income generating programmes are maximised
- Create a commercial strategy that identifies opportunities for increasing self-generated income.
- To be the main point of contact for all main commercial partners
- To creatively explore ways to collaborate with partners
- To live our values at all times!!

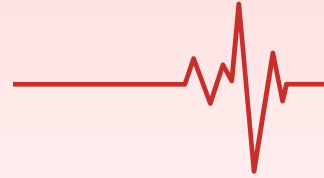
# PERSON SPECIFICATION

	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		✓
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 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 and to deadlines		✓
Close attention to detail	✓	
A team player with the willingness to lead	✓	
Flexible and adaptable to change as work demands	✓	
Ability to enthuse and motivate others	✓	

# BENEFITS PACKAGE



10% of your contracted hours back per week for wellbeing



Employee Assistance Program



25 Days annual leave, plus 8 days paid for bank holidays



Employer pension contributions matching up to 6%



3 annual leave days gifted over the Christmas period



Free onsite parking at our office locations (NIAC, CISC)

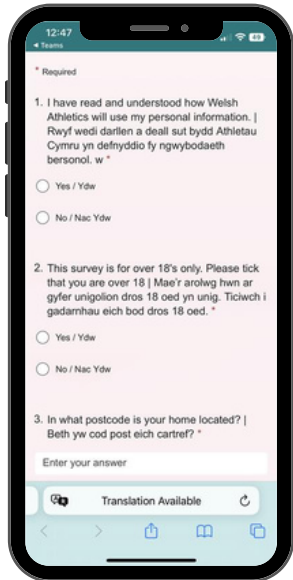


Welsh Athletics membership



Funded career development and CPD opportunities

# ED&I COMMITMENT



We positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, gender identity, sexual orientation, religion, belief or non-belief.

If you are applying for a vacancy, please complete our anonymous online 'Equality & Diversity Survey' found on the application page.

We are actively working on ways to improve the diversity of people applying to work and volunteer in our sport and completing this survey helps us monitor our progress.

# HOW TO APPLY

To apply for this role visit our online careers page at <https://www.welshathletics.org/en/page/careers> where you will find a link to submit your CV and a covering letter.

For further information on the role, please contact [hr@welshathletics.org](mailto:hr@welshathletics.org)

