

Role Profile

Job Title:	Communications Officer
Salary/Banding:	3
Role Holder:	
Department:	Marketing & Communications
Location:	Lilleshall
Reporting to:	Communications Manager

Role Summary:

The main purpose of the role is to connect with and champion our community of coaches, clubs, gymnasts, parents, and deliverers, whilst positively enhancing the profile and perception of British Gymnastics and the sport using a holistic communication channel mix and modern communications tactics. This role will also focus on building a sense of community and support amongst these audiences and help ensure British Gymnastics is consistently expressed and our value understood.

Main Areas of Responsibility:

1. Drive connection with our community

Typical activities

- Develop and deliver communication activity to help drive improvements in engagement, knowledge, and satisfaction of key community audience groups (e.g., clubs and coaches).
- Build understanding of and support for British Gymnastics through communications activity amongst our community, satisfying their wants/needs.
- Be the community audience communications expert internally, using insight to build understanding and share your expertise. Conduct periodical reviews and use insight to evolve plans and activities.
- Community channels, platforms, and content to be ratified and optimised
- Recommend new communications and engagement platforms, and initiatives to deliver on objectives and stay across new trends.

2. Editorial & Publications

Typical Activities:

- Lead the community-focused editorial plan using insight to steer ideas
- Produce, commission, and publish agreed multi-media content in line with agreed editorial calendar
- Manage email campaigns and deliver engaging email copy
- Focus on community achievements
- Coordinate and manage athletes when related to your community editorial and content
- Support Comms team colleagues and their initiatives where requested

3. Keeping our sport, our members and our colleagues safe

All employees of British Gymnastics have responsibility to keep our sport, our members and our staff safe.

This includes upholding our safeguarding, data protection, health & safety, equality & diversity and risk management policies, promoting our rules and standards of conduct for members and reporting any suspected risks, breaches, misconduct or poor practice to their line manager, the Integrity Unit (concerns about members and clubs) or the HR team (concerns about British Gymnastics staff).

We operate as a matrix organisation: from time to time you may be called upon to work on key organisation developments as part of projects, programmes or cross working groups. Depending on the extent of this work these may be managed formally through the setting of objectives by your line manager.

Role Requirements:

1. Knowledge, Skills and Expertise

This role requires the holder to have proven knowledge and expertise in communications, editorial and storytelling in a range of multi-media formats as well as competencies in using various comms channels such as social media channels and functionality, email broadcast tools, CRM, and multi-media content creation experience. A working understanding of the media, GDPR, advanced English language skills; intermediate IT skills. It would be desirable for the role holder to have a broad understanding of gymnastics and/or the general sporting landscape.

It is anticipated that the role holder will have a degree (or equivalent) in Media Studies, Journalism, English or other appropriate discipline, and evidence of prior published works e.g., press articles, publication features, web features etc. It is anticipated that there will be anti-social working hours including evening and weekend work as part of this role.

2. People

This role requires the holder to work collaboratively within department and cross departmentally. It also requires the holder to advise and share/transfer knowledge with colleagues and collaborate with others to create content and drive outcomes. This role may also directly correspond with members of the British Gymnastics community, elite gymnasts, and media unsupervised.

3. Shaping Direction

This role will be responsible for driving results aligned to the strategic priorities. The role holder will determine and shape the editorial policy and calendar, determine the strategies for growing and engaging our community audiences and ensuring high levels of content consumption. As well as act as Editor on several high-profile publications and communication outlets. This role will plan the workload and programme in agreement with the Communications Manager, run the subsequent publishing schedules and ensure Editorial policy is met.

4. Developing Solutions

This role requires the holder to resolve several challenges, including:

- Managing/prioritising workload, ensuring deadlines are met and opportunities are maximised

- Generating several editorial plans to service the editorial policy and span all the communication channels in the mix
- Conceptualising/generating original ideas and approaches for editorial, content, and campaign support, driving content consumption
- Helping to manage the social media community and their responses to ensure British Gymnastics is portrayed positively.
- Assisting the development and management of operations and processes, e.g., workflow and efficiencies.
- Find and implement efficient, reporting tools then analysing results to improve performance.
- Keeping abreast of new media channels to market and new technology and recommending new ways of promoting the sport.

5. Decision Making

This role requires the holder to make several decisions and recommendations in relation to the commissioning, format and quality of content, channel selection for content which will have an impact on how products, programmes and activities are marketed, events and disciplines are covered and how the sport is promoted. The role requires responsibility for outcomes related to the internal and external perception of the brand, sport and support of multiple disciplines and British Gymnastics initiatives.

6. Communicating

This role will require advanced written communication skills, and will require the role holder to:

- Inform and obtain information from a range of colleagues daily in order, to produce creative, accurate and timely publications and communications.
- Communicate with gymnastics and non-gymnastics audiences (internal and external) to understand and produce appropriate and meaningful content. The role holder will be expected to represent the role and organisation with positivity, confidence, and credibility.
- Influence senior members of staff with engagement and content ideas winning support.