

RECRUITMENT PACK

INTERIM COMMUNICATIONS LEAD



WE ARE NOT SPECTATORS.

We believe in an active London.

A city that runs, kicks, jumps, dances, plays and moves like no other.

It's why we do what we do.

Why we work so hard to connect people and organisations.

Helping them develop and grow.

It's why we're here for the inactive. The young. The isolated.

Supporting them, believing in them.

Funding programmes. Creating desire. Fighting corners.

And it's why we work with others to find new ways to motivate and inspire.

So that every Londoner can find their thing.

And be part of the most diverse, creative and active city in the world.

Active is what we believe.

Active is what we do.

We are not spectators.

We are London Sport.

[\[Watch our We Are Not Spectators film here\]](#)

Join the Team

By joining the team at London Sport, you'll become part of a group of people who believe that physical activity and sport can change Londoners' lives for the better.

London's diversity is its biggest asset and London Sport champions equality and is an inclusive organisation that strives to reflect this diversity in our Board and staff appointments. We particularly welcome applications from ethnic minority groups, the LGBTQ+ community and those with disabilities for our roles.

We work in all parts of London and on behalf of all Londoners to support them to live more active lives. We're constantly challenging the sport industry to think more creatively about the ways that it works for London and we include ourselves in that challenge, too. If we're not thinking creatively, we're not thinking clearly enough about what matters for Londoners from every corner of the capital.

And we believe in activity in the workplace too. Our office is part of the House of Sport, a three-storey co-working space founded by London Sport to provide physical activity and sport organisations in London with a base to collaborate, network and learn from one another. Along with our counterparts throughout the building, we are proud of a working culture that supports people to be active, whether that's through early morning yoga classes, lunchtime runs or evening tag rugby leagues.

In recent years, we've had a run of successes which we're excited to build on in the years to come. From the growth of our landmark London Sport Awards event to the launch of our groundbreaking Sport Tech Hub technology incubator and the expansion of our work with local and regional governments, we've been involved in some of the most exciting moments for grassroots physical activity and sport in London.

We look for colleagues who will challenge us, encourage us and work with us to raise the game for physical activity and sport.

The Role

We are looking for a talented, experienced communications professional to join the dynamic Marketing and Communication team at London Sport.

This is a varied and exciting role:

To drive the reputation, credibility and profile of London Sport, its work & impact among stakeholder groups and key relevant decision makers across London.

To advise and support London Sport colleagues in operational communications to ensure that day to day communications align with the overall London Sport communications strategy and are effective, creative and high quality.

Provide communications counsel to cross-departmental project groups, determining appropriate levels of communications support and identifying key reputation-building opportunities.

What you'll do:

- Oversee London Sport owned communication channels, ensuring they are utilised effectively to achieve organisational goals.
- Provide communications counsel to cross-departmental project groups, determining appropriate levels of communications support and identifying key reputation-building opportunities.
- Support colleagues across the organisation in their work to build effective direct relationships with key partners, ensuring colleagues employ an effective approach and creative use of available content.
- Work in collaboration with the Insight department to scope and deliver key research and insight projects, using the output from these projects to advocate for physical activity & sport and influence key decision makers in their policy and investment decisions.
- Build a programme of media relations to enhance London Sport profile and reputation as a credible strategic body and the go-to expert in physical activity and sport for London.

- Promote the impact of the work of London Sport with a view to driving interest and attracting partners for future projects.
- Manage relationships with the communications departments of our key funders and stakeholders as appropriate.
- Manage effective communications with partners across the sport and physical activity sector, ensuring relevant information is cascaded effectively and London Sport fulfils its role as a trusted information source.
- Lead the organisational response to relevant formal policy consultation when appropriate.
- Work in collaboration with the commercial team to ensure communications requirements of commercial partnerships are effectively developed and delivered.

Who you are:

- Significant experience in a communications role in a relevant organisation or Sector
- You have excellent practical knowledge of how to successfully plan and deliver communications campaigns across all relevant channels
- You have excellent communication skills especially written, particularly in report and copy writing and digital content development, and presentation skills.
- Strong presentation skills
- You are creative and excellent at generating effective new ideas
- You have good interpersonal skills and are able to work well in multi-disciplinary teams and build strong working relationships with colleagues, partners, stakeholders and the media

- Experience of line management
- You have a lived experience of day to day life in London.

Your Team

The Marketing and Communications Directorate is a team of five people with very different backgrounds, experiences and specialisms.

Meet some of the team you'll be working with:

Alex Robinson | **Head of Marketing**

Originally from Nottingham, roles in Hong Kong, Sydney and the UK have given me a broad experience in marketing and production which I put to work at London Sport. I take the lead on all marketing projects and am the driving force behind the look and feel of London Sport as a brand. When I'm not spending time with my family, eating, drinking or travelling; you can usually find me out on my bike or watching pretty much any sport.

Rachel Rowe | **Events Manager**

Originally from New Zealand, I moved to London in 2014 and have worked in the event industry across corporate events, special events and weddings, international exhibitions and sport. I'm responsible for the project management and delivery of all London Sport's events including the London Sport Awards, Active London and the Connect Series. Outside of work I spend a lot of my time outdoors, traveling, running, and pottering around my kitchen.

Andrew Lawton | **Senior Communications Officer**

I was a news and sport journalist for five years before switching to communications. Now I predominantly look after the London Sport website and social media accounts. I completed the London Marathon in April 2019 but would prefer to be enjoying cricket or skiing – depending on the season.

The Process

Key Details:

- Full-time role on a fixed term contract until 02 July 2021
- Salary: £40,000 - £45,000
- Offering 28 days' holiday + 8 public holidays
- Based at our central London offices in the House of Sport with travel required throughout London. Currently all staff are working from home.
- By applying for the role, you are stating that you are eligible to work in the UK. London Sport is unable to apply for a Certificate of Sponsorship for this role.

Interview Process

- Initial Interviews will be with BAME Recruitment followed by interviews with London Sport **w/c 1st or 8th February 2021**
- Start date: **Immediately**

How to Apply:

Please send your CV and covering letter to BAME Recruitment at:
<https://bamerecruitment.teamtailor.com/jobs/1044866-london-sport-communications-lead>

Please use your covering letter to show us why you would be a brilliant fit for our team with examples and evidence that demonstrate the relevant skill set you will bring and why you will be a fantastic addition to our team.

Application closing date: 23:59hr, Sunday 31st January 2021

We reserve the right to close this advertisement early if we receive a high volume of suitable applications.

Thank you for your interest!