



RECRUITMENT PACK

COMMERCIAL, MARKETING AND COMMUNICATION INTERN

December 2021



#MostActiveCity



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 people from diverse backgrounds, ethnic minority groups, disabled people, women and members of the LGBTQ+ community for our roles.

London Sport exists to make London the most physically active city in the world. We provide support, insight, knowledge and expertise, and collaborate with those who share our vision. Together, we can utilise the transformative power of sport and physical activity to help all Londoners live happier, healthier lives.

We believe in activity in the workplace too. Our office is part of 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.

Our Internship Programme

At London Sport, we have been hosting interns every year since 2016. At London Sport we are proud that our organisation is somewhere people can learn and develop and we want our interns to make the most of their time with us.

We know you will start with little, or no experience so we will give you all the support and development you need to help you learn, grow and gain the experience you need to help your future career. As well as a line manager, each intern is also offered a mentor to help assist you with future career goals you have. Our internships run for 12 months starting in July and below is what our past interns thought of their time at London Sport:

Our Current Interns:

- **Ayshe Gunsaya | Insight Intern**
I am an undergraduate student studying History and expanding my skills and experience during my placement with London Sport. In my spare time, my main interests are training in the gym, music and fashion! As a proud Londoner and sport enthusiast, I enjoy learning more every day about my city and how to help increase physical activity levels in our residents.
- **Zoe Pace | Marketing and Communications Intern**
I am a postgraduate student who has been accelerating my commercial, marketing and communications skills during my internship with London Sport. When I'm not working, I enjoy practicing the aerial arts or other niche sports. I love the environment at London Sport and I can't imagine a better place to kick-start your career.
- **Shannon Hall | Project Support Intern**
I am an undergraduate Sports Management Student and I love learning new skills. Since being at London Sport, I have had the opportunity to complete over 30 development courses, from a Google Analytics Bootcamp to Mental Health First Aid. In my spare time, I enjoy practicing yoga (I am currently studying to become a Yoga Teacher), meditating, meeting new people, and finding new and unique opportunities to broaden my experience across London.

See what our previous interns had to say about their experience at London Sport:

Holly Smith – Project Support Intern 2020-2021



'London Sport supported me to make a difference through being critical and independent. I was given ample opportunity to develop and take responsibility across a range of departments. Having completed this placement, I feel better equipped for my future career and am excited to see where this takes me.'

Parris Johnson – Marketing and Communications Intern 2019-2020



"Being at London Sport enabled me to develop my skills and provided me with valuable experience in the world of marketing, comms & events that I have taken on with me in my current grad role. You're given responsibility, your opinions are always considered and you are given so much support and guidance. Amazing team and great organisation to work for."

Abigail West – Project Support Intern 2018-2019



"London Sport was a really friendly and supportive environment that allows you to develop both the skills and confidence you need for success in the workplace. The experience I built as an intern undoubtedly set me up for the career I am now building in sport for development, and I'd recommend the role to anybody else looking for a chance to learn and develop."

Alice Liddle – Project Support Intern 2017-2018



"I really enjoyed my experience as an intern at London Sport. I learnt so much and was able to get involved in lots of exciting projects and events. Living in London for the year was great fun and I even managed to do the London marathon through work!"

The Role

We are looking for an enthusiastic, hard-working and ambitious intern to join the dynamic Commercial, Marketing and Communication team at London Sport.

This is a varied and exciting role that will develop your skill-set in marketing and communications and see you gain valuable experience in the planning and delivery of events, new business development and commercial partnership activation. You will put your academic talents into real-life scenarios and engage with teams from right across the business.

What you'll do:

- You will grow London Sport's social media audience by creating exciting and informative multi-channel content and managing its distribution.
- You will create written content to support the organisation's aims, including news articles, web pages, newsletters and project reports.
- You will help to create high-quality marketing and brand materials, including presentations, photography, video and other brand assets.
- You will collect and analyse data related to London Sport's marketing and communications work.
- You will support our Events Programme, playing a key role in promotion, marketing, delegate management, ticketing and logistics.
- You will support the team with research to identify potential new business prospects for our Consultancy services and Commercial Partnerships.
- You will support the activation of Commercial Partnerships

- You will undertake other duties as assigned by your line manager and other London Sport staff as appropriate.

Who you are:

- You have strong communication skills in all forms, with the ability to research, write and edit well for publication/promotional purposes.
- You have an in-depth understanding of social media and knowledge of marketing programmes and strategies for products, services and events.
- You are proactive, enthusiastic, ambitious and creative with a keen eye for detail.
- You enjoy being a part of a team and have a positive, collaborative and engaging approach to working with colleagues.
- You have strong organisational and time management skills with an ability to manage and co-ordinate multiple projects at one time.
- You have 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 the team you'll be working with:

Tanya Rabin | Director of Commercial, Marketing and Communications

A Londoner born and raised, I have worked in commercial partnerships, communications and consultancy for many years. I have worked for a number of blue chip brands including Lloyds, Aviva, TSB, Coca-Cola, Samsung and Reebok. I've enjoyed the transition into the not-for-profit sector since joining London Sport in March 2021, applying my expertise to help drive the commercial success of the organisation and ensure that marketing and communications plays a significant part in delivering against our mission and organisational goals. In my spare time I like to run, go for long family walks with my dog Rosie, and put my feet up with a good book or crime drama.

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 | Communications Manager

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

Application is by completion of a short online application via our recruitment platform ([Applied](#)).

We are committed to fair and unbiased recruitment and use Applied to remove any unconscious bias from our process. You will be asked to answer a small set of questions that address the job description and person specification.

Candidates who successfully progress from application stage will be invited to an interview at House of Sport or remotely.

Key Details:

- Full-time fixed term contract for 1 year
- Salary: £19,747 (London Living Wage)
- Offering 28 days' holiday + 8 public holidays
- Flexible working using a hybrid model of working from home and in our central London office at House of Sport for at a minimum of 2 days a week, with travel required throughout London
- 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.
- By applying for the role, you are stating that you are a current university student.

Timeline:

- Deadline for applications: **23:59 on 31st January 2022**
- Interviews: **February 2022 – exact dates to be confirmed**
- Start date: **18th July 2022**

To Apply:

- To apply for this role please visit: <https://app.beapplied.com/apply/zxh5onhjiv>

If you have any questions about the role or London Sport please email hr@londonsport.org.