

RECRUITMENT PACK

HEAD OF COMMUNICATIONS AND MARKETING



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, deaf and disabled people, women and members of the LGBTQ+ community 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.

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 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 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 marketing and communications professional to join the dynamic Commercial, Marketing and Communications 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 inspire and lead a team of communications, marketing and events specialists to develop and implement multi-channel communications plans and events to support the implementation of our LDN Moving strategy.

What you'll do:

- Lead development and implementation of marketing and communications strategies ensuring powerful storytelling, effective use of owned channels, and opportunities to increase media exposure.
- Lead our approach to senior stakeholder influencing and work collaboratively with colleagues across the organisation to ensure the organisation's impact on policy and influence with key stakeholders and partners across London is heightened.
- Oversee the creation and effective delivery of our events programme including the Active London conference, London Sport Awards and Connect Series, to drive profile, credibility and influence among key audiences.
- Provide communications counsel to cross-departmental project groups, determining appropriate levels of communications support and identifying key reputation-building opportunities.
- Lead the organisational response to relevant formal policy consultation when appropriate and identify opportunities to take a proactive leadership role in our communications response to issues that affect our sector.

- Oversee delivery of 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.
- Manage relationships, and effective communications, with key stakeholders ensuring relevant information is cascaded effectively and London Sport fulfils its role as a trusted information source.
- Act as custodian of our Brand – including the evolution and development of the look & feel, tone of voice and positioning of our master brand and sub brands, to ensure a consistent and high-quality external representation of the organisation.
- Brief & manage third party communications and creative agencies and suppliers.
- Hold a centralised view of budget, ensuring that M&C projects are delivered within budget.

Who you are:

- You have significant knowledge and understanding of the role a Head of Communications and/or Marketing play in a relevant organisation or Sector
- You have excellent practical knowledge of how to successfully plan and deliver marketing and communications campaigns across all relevant channels
- You have an excellent understanding of how to influence stakeholders, and the ability to develop relationships with a range of policymakers and stakeholders
- You have excellent communication skills especially in writing clear, concise and persuasive copy for a range of audiences and a range of formats.

- You have excellent knowledge of both B2B & B2C marketing and have strong project management skills with practical experience of managing multi agency projects
- 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
- A comprehensive knowledge of line management and leading a team.
- You have a lived experience of day to day life in London.

Your Team

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

Meet some of 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 the application stage will be invited to an interview.

Key Details:

- Full-time permanent contract
- Salary: £40,000 to £45,000
- Offering 28 days' holiday + 8 public holidays + 5 volunteer days
- Pension scheme with 10% employers' contribution
- Life Assurance and Health Cash Plan
- Flexible working using a hybrid model of working from home and in our central London office at House of Sport, 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.

Timeline:

- Deadline for applications: **23:59 on 19 January 2022**
- Interviews: **w/c 31st January 2022**

To Apply:

- To apply for this role please visit: <https://app.beapplied.com/apply/e1ndizbq8d>

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