

## RECRUITMENT PACK

### Marketing & Communications Officer



## 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, enthusiastic and ambitious Marketing and Communications Officer to join the dynamic Commercial, Marketing and Communications team at London Sport to support on marketing, branding and content production projects and work on various campaigns, events and projects across B2B & B2C audiences.

This is an exciting role that will support the delivery of London Sport's new strategy, LDN Moving, by helping to build the London Sport brand and all associated brands to increase our reputation and credibility in the sector with the overall mission of making London the most active city in the world.

### What you'll do:

#### *Marketing/Branding:*

- Support the Head of Marketing and Communications on all marketing and branding projects across the organisation.
- Be the brand guardian for all brand assets to ensure a consistent and high-quality external representation of the organisation, and support the development of the brand and all associated sub brands.
- Lead on creative and production output for partnership and sponsorship activation for all commercial relationships.
- Manage the brand's design, photography and film assets, showcasing the power of physical activity and sport in London.
- Support the production of impactful storytelling content in collaboration with the wider Commercial, Marketing & Communications team.

- Lead on all print and web development production, including annual reports, research papers and all assets related to the delivery of our events programme.

*Events:*

- Support the Head of Marketing & Comms in the management of creative development, production and installation of venue and digital platform branding including supporting the management of external agencies.
- Responsible for implementing the promotional content strategy across all external channels for our events programme
- Manage the end-to-end process for the filming of shortlisted nominees liaising with videographer and nominee organisations, maintaining clear communication with all parties, and ensuring production and sign-off are completed in a timely manner.

## Who you are:

- You are a team player who is willing to provide ad-hoc support across the team, with great attention to detail and a thorough and methodical approach to your work.
- You have some practical knowledge of managing projects and multi channel marketing campaigns
- You have knowledge of agency management in an event or marketing/branding context including developing briefs for various agency partners
- You have a good understanding of the end-to-end process for the production of high-quality photo and video content.
- You are a confident writer and communicator with practical knowledge of print and web development production processes.
- You have lived experience of day to day life in London.

## Your Team

The Commercial, Marketing and Communications team currently consists of 5 people with very different backgrounds, experiences and specialisms. We are looking to increase this number to 8 by Mid July.

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

### 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. I completed my first London Marathon in April 2019 but would prefer to be enjoying cricket or skiing – depending on the season.

### 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.

### Tanya Rabin | **Director of Commercial, Marketing & 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.

## 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 fixed term contract Until 31<sup>st</sup> March 2023
- Salary: £25,000
- 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: **16<sup>th</sup> January 2022 @ 23.59**
- Interviews: **w/c 24<sup>th</sup> January**
- Start date: **ASAP**

### To Apply:

- To apply for this role please visit: <https://app.beapplied.com/apply/omk5rvqsjq>

If you have any questions about the role or London Sport please email [hr@londonsport.org](mailto:hr@londonsport.org).