

Recruitment Pack

PRESS & COMMUNICATIONS MANAGER

**LONDON
SPORT**

**HEALTHY
WORKPLACE**

FOUNDATION
2019

MAYOR OF LONDON

We are a
*Living
Wage*
Employer

**THE MAYOR'S
GOOD WORK
STANDARD**



Watch our Let's Move London film [here](#)

We believe in an active London

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

A city where movement is for everyone

No matter the pace

Or the place.

We know the value of being active

And its power to change and save lives

In every corner of our city

But it isn't always easy.

That's why we're breaking barriers of inactivity and inequality

Bringing communities together through movement

Innovating new ways to motivate and inspire

And driving active habits for young Londoners

Not just for today and tomorrow

But for life.

We are London Sport.

And together, we can build a healthier city

Where everyone can live an active life

Let's Move London.

About London Sport

London Sport is a charity working to ensure more Londoners live longer, healthier and happier lives through being active.

Supported by Sport England and the Mayor of London, we collaborate with those who share our vision, running and supporting projects that help children, young people and the least active adults embed sport and physical activity into their lives.

Join the London Sport Team

London's diversity is its biggest asset. That's why London Sport champions equality and strives to reflect our capital's diversity in our Board and staff appointments.

We particularly welcome applications from individuals from diverse backgrounds, ethnic minority groups, disabled people and members of the LGBTQ+ community.

At London Sport, you'll be part of a group of people who believe that we can change the lives of Londoners for the better through sport and physical activity.

We also believe in activity in the workplace. Our office is part of the House of Sport, a three story 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 partners across the building, we are proud of a working culture that supports people to be active, whether that's through early morning yoga classes, lunchtime HIIT sessions, or post-work runs.

We're constantly challenging the sports 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.

In recent years, we've had a run of successes which we're excited to build on going forward. From the growth of our landmark London Sport Awards to our commitment to helping children form an active habit for life, we're proud to be part of a growing and increasingly important movement to bring activity to people all across London.

We're looking for colleagues who will challenge us, encourage us, and work with us to enable every community in London to reap the benefits of an active life.

The Role

The Press & Comms Manager will help drive the reputation, credibility and profile of London Sport, its work and its impact amongst a range of audiences. While focussing on generating media coverage for our work and our mission, this role will also improve our engagement with wider groups including the sport & physical activity sector, senior decision and policy makers, and wider networks.

Reporting directly into the Head of Marketing & Communications, you will manage the development and implementation of a media strategy that aligns to the wider London Sport strategy.

What you'll do:

- Work with the Head of Communications and Marketing to produce and implement a media strategy for London Sport. This includes understanding the work happening across the sector, building communication plans for London Sport projects, developing key narratives on our policy areas, and supporting our fundraising.
- Develop strong relationships with both national and regional media (particularly in the health and sport space, and across news and lifestyle), working across London Sport to identify, develop and sell stories into media.
- Proactively generate media/PR comms opportunities to position London Sport, our CEO and other staff as thought leaders to disrupt the news agenda. This includes copywriting for press releases, thought leadership pieces and social content. You will also work with our insights team to develop research and insight-driven reports and media angles to support storytelling.
- Create and manage media calendar/grid, ensuring media activity supports and working with other colleagues to complements social media activity and overall content strategy.
- Build strong relationships with key stakeholders and communication teams of our partner organisations (e.g. Sport England, community sport organisations, Greater London Authority, etc.) to help promote our work and to build our reputation as a credible strategic body.
- Analyse media coverage and lead evaluation and implementation of learnings.
- Provide ad hoc support to wider communications work, including digital channels, newsletters, public fundraising and events.

- Supporting junior staff in the Marketing & Communications team in their roles, including supporting their training and development as comms professionals.
- Provide communications advice to cross-departmental project groups, determining appropriate levels of communications support and identifying key reputation-building opportunities.

Who you are:

- A communications professional with a strong understanding and demonstrable experience of working with media, including managing media relationships, writing media briefs, press releases and op-eds, and evaluating press coverage.
- Personable and prior experience of developing strong relationships with journalists and landing media coverage. Ability to work with London media and journalists in the health, lifestyle and sport sectors.
- Strong copywriting skills and the ability to influence through all forms of communication.
- Ability to manage multiple projects at any given time, meeting deadlines and prioritising work.
- Keen interest in physical activity for health and the sport for development sector and the policies that govern the physical activity and sport sector.
- Ability to demonstrate an understanding of, and commitment to, equality, diversity and inclusion in relation to London.
- Ability to manage teams/projects and a passion for developing junior staff.
- Positive, proactive and enjoy working as part of a team.
- Lived experience of London.

Your Team

London Sport is a team of people with very different backgrounds, experiences and specialisms. Meet some of the team you'll be working with:

Anil Manji | Head of Communications & Marketing

I lead our Communications & Marketing team, ensuring that we use powerful, inspiring and impactful communications for our projects and overall mission. This ranges from creating PR moments to engage media, using tactical communications to drive ticket sales for our key events, and even representing London Sport on TV and radio on occasion! Before London Sport, I worked in the Cabinet Office on both climate change and COVID behavior change campaigns. When I'm not working, I'm swimming, cycling, playing netball or baking something to bring into the office.

Ed Butler | Communications Manager

As Communications Manager, I work as part of the team to deliver communications strategies across our key projects and events, helping to raise the profile of London Sport and manage relationships with key stakeholders. I'm also responsible for helping develop our public affairs outreach plan. Before London Sport, I worked for a trade association, advocating for the advertising industry in Brussels and Westminster, and before that I worked at the Lord Mayor of London's office, leading on the logistics for the international visits. Outside of the office, I'll probably be watching any sport I can, playing a board game with friends, or cooking something Italian.

Jennie Rivett | Head of Consultancy and Commercial Partnerships

Jennie is London Sport's Head of Consultancy and Commercial Partnerships, responsible for delivering its commercial strategy. This includes leading its established research consultancy services and creating impactful partnerships with commercial organisations who share our mission of creating a happier and healthier London.

Jennie joined London Sport in 2017 coming from Women in Sport where she led key partnerships and specialized in turning insight into action. She has a background in grassroots sports development having spent time working for several London Boroughs, plus brings experience from a private sports marketing and event agency.

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:

- 12-month fixed term part time contract
- Salary: £35,000 pro rated 0.8 FTE (four days a week)
- Offering 28 days' holiday + 8 public holidays + 5 volunteer days pro rata
- Competitive Pension scheme
- Life Assurance and Health Cash Plan
- Flexible working: we use a model of 2 plus days in our central London office at House of Sport and working from home, with travel required throughout London. For this role, we will require one of your four working days to be a Friday.
- 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 the 3rd of September, 2023.
- Interviews: Week commencing 11th of September, 2023.

To Apply:

To apply for this role please visit: [Press and Communications Manager - London Sport - Applied \(beapplied.com\)](https://beapplied.com/jobs/press-and-communications-manager-london-sport)

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