

Recruitment Pack: Head of Communications and Advocacy

LONDON
SPORT

We are a
*Living
Wage*
Employer

THE MAYOR'S
GOOD WORK
STANDARD



HEALTHY
WORKPLACE

FOUNDATION
2019

MAYOR OF LONDON

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.

We are committed to equality, diversity and inclusion. We are focussed on ensuring that our workforce is representative of the communities we serve.

The Role

London Sport is looking to significantly boost our capability to influence, shape policies and mobilise support for our mission to reduce inequalities and increase opportunities for children and adults in the most deprived communities to lead healthier more active lives.

We are looking for a talented communications professional with experience in forming impactful partnerships and delivering communications to a wider range of audiences to build profile and advocacy.

You will join the dynamic Fundraising, Marketing and Communications team at London Sport in a varied and exciting role, with your focus on:

- Influencing high level policy and decision makers to enable more inactive Londoners to live active lives.
- Driving profile and reputation of London Sport.

What you'll do:

- Effectively lead and line manage the Communications & Advocacy team (currently 5 people), supporting them to develop and project manage the delivery of London Sport's communications, events and advocacy work.
- Lead the development and delivery of cross-organisational strategic advocacy campaigns (and responses to relevant formal policy consultations) utilising data and insight, to engage and influence key stakeholders and policy makers at a local, regional and national level.
- Lead development and implementation of marketing and communications strategies ensuring powerful storytelling, effective use of owned channels, and opportunities to increase media exposure and enhance London Sport's profile and reputation.

- Oversee the creation and effective delivery of our events programme including the Active London conference and London Sport Awards to drive profile, reputation and influence among key audiences.
- 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 our narrative, 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 and manage third party agencies and suppliers, and hold a centralised view of budget, ensuring that Communications & Advocacy projects are delivered within budget.

Who you are:

- You will be creative, strategic and a strong communicator.
- You will have experience of devising, planning and executing high impact advocacy, marketing and comms strategies 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 good interpersonal skills and are able to work well in multi-disciplinary teams and build strong collaborative 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

London Sport 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 Fundraising, Marketing and Communications

A Londoner born and raised, I have worked in commercial partnerships, corporate social responsibility and communications 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.

Laurence Shenker | **Event Manager**

I have over 10 years' experience in the planning and delivery of a wide variety of events ranging from International sports competitions to black-tie award evenings. In my role at London Sport, I lead the development of our Events Strategy which supports the organisation in delivering our vision of making London the most physically active city in the world.

I have previously worked for Volleyball England & British Wheelchair Basketball and am passionate about organising and planning events.

I'm a passionate football fan and support Derby County (someone has to). Much to the dismay of my wife, you'll regularly find me driving up the M1 from Hertfordshire to watch the mighty rams across the country!

Jordan Barber-Roberts | Fundraising Manager

I am tasked with driving our fundraising efforts to support London Sport and the sector in achieving our mission. As part of this, I build relationships, apply for grants and offer support to the sector in a variety of ways. Since joining in October 2022, I have thoroughly enjoyed being a part of a united organisation. I am a massive sport fanatic, who enjoys watching and playing sport in my spare time. Main teams I follow are Chelsea and Philadelphia 76ers

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 but open to flexible hours
- Salary: £47,000 - £50,000 pro rata
- Offering 28 days' holiday + 8 public holidays + 5 volunteer days + Christmas Closure
- 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
- 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 12/01/2024
- Interviews: Week commencing 22/01/2024

To Apply:

To apply for this role please visit: <https://app.beapplied.com/apply/mli2vapnef>

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