

Communications Officer

Job Description



Job description		
1.	Job title	Communications Officer
	Location	Home/Office based, expectation for minimum of twice monthly National Office meetings
	Responsible to	British Orienteering Change Manager
	Responsible for:	Coordinating and delivering the communications function of British Orienteering
	Contractual Status	Part time (0.5 FTE)
	Salary	£25k – £30k pro rata
2.	Role summary	The successful candidate will be responsible for playing a proactive role in the 'Thriving Clubs' British Orienteering strategy by positively driving the communications function
3.	Key responsibilities and main tasks and activities	<ul style="list-style-type: none">• The role will be responsible for planning and delivering an annual membership multi-media communications plan in agreement with the Change Manager• To connect with our members, potential members, and networks of key stakeholders, partners and the mainstream media to deliver effective high quality communication• Communicate digitally to all clubs and members on a regular and consistent basis (e.g. e-newsletter, website and social media content)• To audit, review and report on performance of communications channels and strategy• Provide communications materials and develop a new membership welcome pack• Coordinate and deliver British Orienteering major/national event publicity and competition reports• Collaborate with other British Orienteering staff in promoting membership, education, learning, participation and changing perceptions opportunities• Co-ordinate and classify British Orienteering's images ensuring that a photographic record is maintained of key themes and events• To ensure up-to-date approaches to communications are embedded into the organisation, in order to maximise the development of the widest possible audience• To link in with other British Orienteering staff and share best practise

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4.	<p>General information</p> <p>The Communications Officer will share with all colleagues the responsibility for:</p> <ul style="list-style-type: none"> • Making suggestions to improve the working situation within their area of work and in British Orienteering in general • Cooperating with measures introduced to ensure there is equality of opportunity in employment and equity; and • Complying with all aspects of British Orienteering's Health & Safety Policy and Safeguarding policy • Embracing British Orienteering's values & behaviours <p>This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation</p>

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Person Specification



Person specification	DESCRIPTION
1. Qualifications	
Essential	Current Full Driving Licence
Desirable	Degree-level qualification in marketing, communications, sport, management or similar
2. Experience	
Essential	<ul style="list-style-type: none"> Understanding of communication, marketing and engagement planning Experience of partnership working and building relationships with individuals and organisations Experience in setting goals, targets and measures, and implementing plans Experience of managing delivery channels including design and print production processes and use of digital and social media Experience of creating content for and using online and social media platforms and its applications, e.g. Twitter, Facebook, Instagram and LinkedIn and evidence of improved engagement
Desirable	Experience of growing membership or commercial revenues
3. Knowledge	
Essential	<ul style="list-style-type: none"> Knowledge and understanding of the current landscape and government direction for sport Understanding social media platforms and current digital trends
Desirable	Knowledge of local area population and demographics
4. Skills, abilities and attitudes	
Essential	<ul style="list-style-type: none"> Strong and effective communication skills (written, verbal and listening) Enthusiastic, energetic and approachable Ability to effectively prioritise and plan one's own workload and remain outcome orientated, meeting deadlines Ability to be flexible and adaptable to change Self-motivated and able to work independently and as a member of a team Excellent organisational and administrative skills Good IT skills including use of Microsoft Office applications
Desirable	Excellent influencing skills
Other considerations	
Essential	<ul style="list-style-type: none"> An understanding and commitment to equal opportunities An understanding of and commitment to your individual responsibility to comply with Health & Safety Policy, Child Protection Policy and Welfare arrangements The ability to be flexible, and adaptable in hours worked but considered commensurate with the role to ensure real time communication needs are met
Desirable	<ul style="list-style-type: none"> Excellent relationship management and influencing skills Comfortable operating in a fast-changing and challenging environment

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