



Marketing and Communications Officer

Part time – 0.6fte

JOB APPLICATION PACK

Thank you so much for your interest in joining Sportily as our Marketing and Communications Officer. This information pack provides information about the role, plus some further background to Sportily.

Fluff it. Duff it. Score it. Smash it. Whatever you do, just give it a go. That's our motto for sport and for life. We're for jumping right in and going on new adventures together, as a team. We are a place for everyone to try different sports, make new friends and explore what life is all about. So we do all sorts of sports and activities, some you'll know, some you might not (heard of Kabaddi?), we hang out, we chat, we eat and we discover new things. What matters is we have a laugh while doing it.

We believe that being more active, like the Christian faith, can change your life forever. And so we're here to get everyone moving and show that things are a lot more fun when we're kicking, diving, riding, rolling, running and jumping around together.

We're passionate about building a network of fun-loving sport and faith groups where everyone is invited to try different sports, make new friends and explore what life is all about.

Will you join our team?

Sportily believes in the transformative 'power of sport' and active lifestyles and recognises that sport and physical activity are a positive way to build integrated communities and help address societal issues such as poor health and wellbeing, social isolation and loneliness delivering holistically healthier futures for all, whilst also providing opportunities for exploring the Christian faith.

Sportily uses the word 'sport' to encompass all forms of physical activity, which aim at expressing or improving physical fitness, mental wellbeing and the formation of social relationships.

The charity is ecumenical and run in partnership with the Church of England in the region, providing opportunities open to all – **“Run by Christians, Open to all”**. You do not need to be a member of a Church of England church to work with us.

Our network of Sportily Sport and Faith Coaches and Leaders work using our seven spaces framework, leading sports clubs, residential camps, coaching a variety of sport teams and providing high quality PE lessons, through partnerships with primary and secondary schools. We play sports and invite people to talk about life and explore the Christian faith.

We are striving to see:

- Children and young people's lives, and their communities transformed through sport and physical activity;
- Leadership gifts and vocational calling identified, nurtured invested in;
- People of all ages, invited to explore and encounter the Christian faith;
- New forms of church established, for the younger generations, with sport and physical activity at their core.

Sportily is committed to providing the best quality sports coaching and education, with fun and joy being at the heart of all the sessions. We are proud to provide excellent opportunities for everyone who serves with us, investing in training and development and doing all that we can to ensure everyone in our team is able to use fully utilise their gifts, skills and potential.



Sportily is committed to increasing the diversity of participation in sport and physical activity and recruiting and developing a team that reflects the communities we serve. We welcome applications from all sections of the community and actively encourage applications from women and people from UK Minority Ethnic backgrounds who are currently under-represented in the organisation.

We are seeking to recruit a capable and creative part-time Marketing and Communications Officer, who will play a significant role supporting the organisation as it enters an exciting phase of growth and development.

During the last seven months we have worked closely with a Brand and Communications Consultant. Through this we have identified our audiences, developed the Sportily brand and built a marketing and communications strategy. We are now looking for someone with the skills to utilise this to deliver our marketing and communications objectives and get things off our ground for us!

You will have the experience necessary to use a wide range of media to engage with audiences and drive participation. You will be a highly creative individual and a storyteller who has excellent writing skills and are aware of digital communications trends and technologies. Experience in the youth sector is welcomed and we would ask that you are supportive of and sympathetic to the fact that we are a faith based organisation, recognising that lots of our supporter engagement communications is with those who are a part of a faith community.

You will work closely with our team of Sport and Faith Coaches and Leaders to enable them to support our strategy by creating and delivering quality content in each location.



Key information

Job title	Marketing and Communications Officer
Salary	£26,000 – £29,000 pro rata , depending on experience and qualifications
Pension	12% employer and 2% employee contributions, with an additional 3% employer contribution available to match up to the first 3% of additional employee contributions.
Annual leave	30 days per year plus Bank / Public holidays (pro rata)
Working arrangements	22.5 hrs per week (0.6 fte) Either flexible hours across the week, or fixed working days.
Deadline	Noon Wednesday 4 May 2022
Interviews	Friday 13 May 2022 in Gloucester

Hours can be worked flexibly across the week, or on fixed days. This is a home working role, but you will need to be available to occasionally visit our projects across Gloucestershire.

If this role and our vision is something that excites you and you believe that you have the skills, experience and motivation required, we would very much like to hear from you and we look forward to receiving your completed application form.

If you would like to have a conversation prior to submitting your application, please email chris.priddy@sportily.org.uk to arrange this.

Please submit your application by email to joinus@sportily.org.



Chris Priddy
Chief Operating Officer

Job Description and Person Specification

Job title	Marketing and Communications Officer
Line Manager	Chief Operating Officer
Key Relationships	Leadership Team Operations Administrator Sport and Faith Team Team Administrator Diocesan Director of Communications Freelance specialists – Graphic design, videography, brand
Date of issue	April 2022

Context for this role

Sportily has a vision for transforming engagement with the 95% of children, young people and their families who are not connected to the Christian faith – through the creation of a network of new worshipping communities based on sport, physical activity and wellbeing.

Sportily is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All post holders and volunteers are expected to share this commitment, to work within the policy and procedures of the relevant safeguarding policy and are required to attend all relevant safeguarding training. Appointment will be made under CofE safer recruitment framework.

Purpose of this role

To deliver our Marketing and Communications Strategy which focuses on launching, growing and engaging with our primary audiences. This will involve the management and effective use of a wide variety of owned channels, earned channels and paid channels.

Through effective delivery you will support the organisations growth helping to generate new participants, increase engagement from existing participants and create engaged communities within our locations across Gloucestershire.

Location and Dimensions

This is a home worker role and appropriate equipment will be provided to facilitate this.

Occasional visits to the Sportily office base, Sportily locations (across Gloucestershire) or the office of the Diocese of Gloucester (College Green, Gloucester) may be required.

Administration support is provided through the Operations Administrator.

Responsibilities	
<p>Deliver the marketing and communications strategy, coordinating with employees and volunteers across the organisation to ensure its effectiveness</p>	<ul style="list-style-type: none"> › Responsible for the communication of key messages in all publications and marketing materials, ensuring that Sportily’s vision is communicated effectively and widely to all our relevant audiences › Manage the Sportily style and communications guide and ensure the effective use of it across the network › Oversee and be guardian of the deployment of the Sportily brand across all contexts within the network › Develop a yearly message and marketing communications planner › Meet with Sport and Faith Leaders and Coaches across the network on a regular basis to provide support, advice and training and to review local and network wide, marketing and communications activity › Work alongside the Chief Operating Officer to continuously review and refresh the marketing and communications strategy to ensure it remains relevant, effective and in line with the organisations vision and values › Monitor and measure the impact of the marketing and communications activity. Produce regular marketing and communication data and reports, featuring analysis and review of the effectiveness of online website, digital media and campaigns
<p>Manage the Sportily website(s) and online social media platforms, ensuring that they reflect the work and priorities of the organisation and meet the needs of our target audiences</p>	<ul style="list-style-type: none"> › Centrally manage and oversee all social media channels to ensure they stay effective and engaging › Proactively interact with online communities across all platforms engaging in two-way dialogue and answering questions where appropriate › Develop and manage the Sportily website(s) to ensure that all users can source information, book sessions, and be kept up to date with the latest news and information. Deliver SEO strategies, working with external advisors as appropriate › Manage, support and train Sport and Faith Leaders and Coaches as content creators, and Snapchat, Facebook Group and WhatsApp owners in specific locations › Work with Sport and Faith Leaders and Coaches on content ideas with a two-way co-creation ethos
<p>Produce editorial and marketing content and develop and</p>	<ul style="list-style-type: none"> › Write content for both hard copy and digital uses to engage with children, young people and their families, and schools with Sportily. To include the development of website blogging activity

manage marketing campaigns	<ul style="list-style-type: none"> › Resource and lead the promotion of Sportily’s activities, events and residentials increasing participation across the network › Write, edit and proofread editorial, marketing, fundraising and supporter relations content to engage our audiences, ensuring a consistent tone of voice › Promote brand awareness and engagement through creative and innovative marketing campaigns and promotions › Monitor and evaluate campaign performance on an ongoing basis › Produce, either directly or through relationships with freelancers, photography and video content for use on all channels › Manage external designers, photographers, videographers and printers to ensure that all materials are of the required standard, within budget and on brand. Ensure any content supplied by a third party follows and is in line with Sportily’s policies and practices
Manage and deliver internal communications	<ul style="list-style-type: none"> › Create and coordinate internal communications, ensuring that messages are communicated effectively, and that employees and volunteers are kept informed and engaged with the Sportily vision and objectives.
Promote the work of Sportily through the media	<ul style="list-style-type: none"> › Provide the media with regular press releases, updates on the work and activities of Sportily and monitor media coverage › Identify media opportunities and deliver content and campaigns to meet these
Other responsibilities	<ul style="list-style-type: none"> › Keep pace with social media trends and developments. Provide knowledge and insight into new media and advice on how to achieve maximum impact using available resources › Work with the Diocesan Director of Communications to provide crisis communications response as required › Be conversant and comply with all Sportily policies and operating practices › Engage with personal training and development opportunities › Undertake other duties, or hold other network wide responsibilities, as can be reasonably requested and expected

Attributes	Essential attributes, desirable where noted
General	<ul style="list-style-type: none"> › Excellent communication skills, written and verbal › Demonstratable ability to inspire trust and confidence in others

	<ul style="list-style-type: none"> › Quickly able to learn to effectively use new systems and online services › Able to work independently and deliver a consistently high standard of work › Strong attention to detail and eye for accuracy › Able to effectively prioritise work and balance varied demands › ‘Customer’ service minded – “here to serve” › A flexible and accommodating attitude, a visible team player, willing to get involved at all levels › Committed to the protection and safeguarding of children, young people and vulnerable adults › Strongly supportive of Sportily’s aims and Christian faith ethos
Qualifications and training	<ul style="list-style-type: none"> › Educated to A-level, NVQ Level 3 or equivalent qualification › Marketing and/or Communications qualification (desirable)
Knowledge, experience, skills and abilities	<ul style="list-style-type: none"> › Experience of: › Delivering marketing and communications strategies and plans › Managing a wide range of communications channels › Creating engaging content, both written and digital › Using digital media to engage with younger generations › Supporting, training and advising others on effective use of communications tools and content creation › Building effective working relationships with different stakeholders › Working effectively on own and as part of a team › Working in the Christian charity sector (desirable) › Skills: › Strong IT skills including the use of Outlook, Excel and Word › Strong people skills - able to inspire trust and credibility with internal and external stakeholders › Able to understand and articulate complex concepts and subtle interactions
Personal qualities	<ul style="list-style-type: none"> › Can demonstrate initiative and perseverance – anticipating situations, problems and opportunities and taking appropriate action › Approachable and helpful, with good interpersonal skills › Confidential, trustworthy, respectful, accountable, self-aware, considerate, generous, and patient › A care for the quality of work delivered and its effect on people