



Scottish Disability Sport (SDS) Job Description

Location:	Scottish Disability Sport (SDS) Head Office, First Floor, Forthstone, 56 South Gyle Crescent, Edinburgh, EH12 9EB Hybrid working may be considered.
Job Title:	Communications Manager
Salary:	£38,000 per annum (dependent on experience)
Type of Position:	Full-time, permanent (37.5 hours per week) <i>Flexible working will be considered</i>
Reports To (Title):	Head of Policy & Public Affairs
Direct Reports:	Communications Officer (Fixed Term Project Related Currently)
Date:	August 2026

ABOUT SCOTTISH DISABILITY SPORT

Scottish Disability Sport (SDS) is the national governing body for disability sport in Scotland. SDS is a values-led organisation and staff, board and volunteers are expected to demonstrate the values listed below.

- Inclusion
- Respect
- Integrity
- Ambition

We lead and influence the development of inclusive sport and physical activity opportunities for people with physical, sensory and learning disabilities across Scotland and the UK to achieve our vision and mission below.

Vision

Sport and physical activity in Scotland are welcoming and inclusive for participants with disabilities.

Mission

Through strong leadership and effective partnerships, we will engage and sustain participants, support athlete progression and influence change.

JOB SUMMARY

The Communications Manager is responsible for implementing the SDS Communications Plan.

Reporting to the Head of Policy and Public Affairs, the Communications Manager will lead and deliver targeted communications in a clear and engaging manner to enhance the visibility of aspects of SDS's work. The post will influence partnerships to embed inclusive communications practice in policy and strategy at a local, regional and national level.

The Communications Manager is a key member of the SDS staff team, who will work collaboratively with others to implement the SDS Strategic Plan.

Responsibilities will centre on leading, developing and implementing an effective communication and public relations service for Scottish Disability Sport.

This role requires excellent organisational, communication and IT skills, with the ability to work independently and collaboratively in a dynamic environment.

JOB RESPONSIBILITIES & ACCOUNTABILITIES

LINE MANAGEMENT

- Line manage, support and inspire the SDS Communications Officer (fixed term contract).
- Develop an annual work programme, conduct appraisals and provide guidance to ensure high standards of delivery.
- Support and empower staff and volunteers to engage in continuous professional development opportunities.
- Ensure effective communication internally and externally.
- Support the Communications Officer in all matters related to external engagement.

PLANNING

- Contribute to the development of SDS strategic plans and associated annual action plans.
- Lead the planning, delivery and monitoring of the SDS Communications Plan.
- Report progress against the SDS Annual Operational Plan and SDS Communications Plan to the SDS Board and associated Subgroups.
- Oversee the planning, development and delivery of communication related to all SDS events and projects.
- Support the planning, development and delivery of education and development opportunities related to communication and public relations for staff, member branches, coaches, officials and volunteers.
- Support the delivery and management of the National Advisory Forum.
- Manage budgets and be responsible for the distribution, management, monitoring and evaluation of funding to the implementation of the SDS Communication Plan.
- Ensure robust data gathering to measure impact and support planning.

LEADERSHIP

- Represent SDS on any relevant **sportscotland** and other associated working groups.
- Lead and co-ordinate the Scottish Disability Sport Week working group.
- Lead the work of the SDS Communications Working Group
- Lead, coordinate and develop partnerships with key investment partners
- Lead the delivery of targeted communications, framing and communicating SDS values and brand image
- Lead and develop the SDS website and social media channels including Facebook, Instagram, LinkedIn to increase engagement and reach of SDS activities.
- Lead, manage, support and advise all staff and board in all matters relating to communication and public relations.
- Lead communication campaigns related to research, policy and public affairs work

GOVERNANCE

- Forecast, agree and monitor the annual communications budget ensuring delivery within timelines and agreed costs.
- Management of allocated budgets in line with policies and procedures.
- Ensure compliance with SDS policies, including finance, safeguarding and equality.

PARTNERSHIPS

- Work in partnership with **sportscotland** to influence a strategic approach to communication.
- Develop and maintain strong partnerships with organisations across sport, education, political, health and third sectors.
- Support the reporting to SDS funding partners as necessary.
- Represent SDS at external meetings with key stakeholders and raise the profile of inclusive sport within Scotland and beyond.
- Undertake any other duties as appropriate to the post and the needs of SDS.

COMMUNICATION

- Support training for SDS staff, branches and volunteer network to connect strategy with activity on the ground
- Work collaboratively with partner organisations to strategically cross-promote activities.
- Develop and deliver communications for major events.
- Position and present SDS as the sector lead on disability sport in Scotland.
- Produce guidelines and materials to ensure consistent internal and external communications.
- Develop the SDS brand, creating inspiring messages through story telling.
- Report on outcomes and impact of social and traditional media
- Support SDS Fundraising Manager through effective use of stories and media for reporting purposes

- Support the raising of the profile of boccia and recognise the achievements of participants, athletes, volunteers, coaches and officials.
- Increased awareness and implementation of the Activity Inclusion Model

OTHER

- Represent SDS at meetings, conferences and other events as appropriate.
- Undertake any other duties as appropriate to the post and the needs of SDS.

BUSINESS INTERACTIONS

- SDS Board of Directors
- SDS Senior Management Team
- SDS staff and volunteers
- SDS Member Branches
- Scottish Government and **sportscotland** personnel
- Partner organisations at a Scottish, UK and international level
- Funding partners and sponsors
- Athletes, players and performance staff
- Third Sector and Statutory Organisations
- National, UK and international stakeholders

PERSON SPECIFICATION

EDUCATION & EXPERIENCE REQUIREMENT

Essential requirements:

- Educated to degree level or appropriate sector experience.
- Proven track record in a communications role.
- Experience in managing and developing people, budgets and projects.
- Proven experience in managing change and making things happen.
- Proven experience in establishing, developing and maintaining strong partnerships.
- Experience of devising and publishing content across a range of digital channels
- Experience of writing, developing and evaluating marketing and communication strategies, plans and reports.
- Experience of positively communicating with key messages with partners.
- Experience in data gathering, analysis, and identifying trends.
- Working knowledge of disability sport and the needs of participants with disabilities.
- Satisfactory references received.
- Membership of the Protecting Vulnerable Groups scheme.
- Visa/right to work in the UK.

Desirable requirements:

- Degree in English, Communications, Journalism or similar
- Experience of working within a multi-disciplinary team

- Experience of working in a sports governing body or voluntary organisation.
- Experience of EDI, intersectionality and issues impacting disability sport.
- Experience and understanding of managing public relations for an organisation.
- Knowledge of the Scottish, UK and international sport system
- Knowledge of the Scottish sporting landscape, including the role of **sportscotland**, Scottish governing bodies of sport, local authorities, and other national bodies.
- We specifically welcome applications from those with lived experience of disability
- Knowledge and understanding of equality, diversity, inclusion and intersectionality.
- Knowledge and understanding of safeguarding legislation and requirements
- Experience in sourcing funding at the local and national level.
- Driving Licence and access to a car.

PERSONAL SKILLS & ABILITIES

- Proven leadership, teamwork and decision-making skills.
- Strong communication, motivational and interpersonal skills with a track record of working effectively as part of a team
- Strong time management, planning and organisational skills, with the ability to prioritise competing demands.
- Demonstrable negotiating and diplomacy skills.
- An ability to work under pressure and deliver results against set targets
- An ability to lead, influence, motivate and empower partners, staff and volunteers.
- An ability to be solution-focused and have a positive outlook.
- Flexible, adaptable and responsive to change.
- Well organised, self-motivated and proactive.
- An ability to demonstrate confidence, empathy, enthusiasm and initiative.
- Competent IT skills.
- An ability to demonstrate confidence, empathy, enthusiasm and initiative.
- Commitment to equality, diversity, inclusion and the values of Scottish Disability Sport.
- Willingness to work flexible hours, including evenings and weekends.

MEASUREMENT OF PERFORMANCE - DELIVERABLES

- Successful delivery of the SDS Strategic Plan, Annual Operational Plans and SDS Communications Plan.
- Effective leadership and development of the communications area of work.
- Cultural change to the meaningful inclusion of participants and athletes with disability across key aspects of the Scottish policy, political and sporting landscape



- The voice of the SDS and participants with disabilities is driving communications strategy across Scottish sport
- Effective communication processes in place with the SDS Branch Network.
- Increased engagement in all social media and website traffic.
- Positive feedback from staff, Board members, volunteers and external stakeholders.
- Effective reporting and impactful stories supporting fundraising, grants and sponsorship.

TRAVEL REQUIRED

- Regular travel within Scotland.
- Occasional UK or infrequent international travel.

EQUALITY, DIVERSITY AND INCLUSION

Scottish Disability Sport (SDS) is committed to being an inclusive and equitable organisation where everyone is treated with dignity and respect. We actively welcome applications from people of all backgrounds and identities, including disabled people, people from ethnically diverse communities, LGBTQ+ people, and those from underrepresented groups within sport and physical activity.

We are committed to removing barriers to participation and employment and will make reasonable adjustments throughout the recruitment process and in the workplace. All appointments are made on merit, in line with the Equality Act 2010, and we are proud to be a disability-friendly employer that values diversity as a strength.

We specifically welcome applications from those with lived experience of disability.