**JOB TITLE: Communications Manager**

**REPORTS TO: Head of Communications**

**TYPE OF CONTRACT: Permanent**

**SALARY BAND: C**

**HOURS OF WORK:** Such hours as are necessary to fulfil the duties. This will involve a minimum of 35 hours per week and include work in evenings and weekends as required.

**LOCATION:** 101 New Cavendish Street, London, W1W 6XH. Travel will also be required in the UK and internationally as necessary.

**JOB PURPOSE:** The Communications Manager is responsible for leading the media relations and PR for the organisation, notably in the build-up to and during the Paralympic Games. Focusing on proactive media opportunities to promote ParalympicsGB to as wide an audience as possible. Working with the Head of Communications and across the organisation, the Communications Manager will lead on media opportunities including team announcements, team launch and crucially to maximise opportunities around Games time. They will also be responsible for writing and editing corporate publications and other key materials.

The Communications Manager will develop and maintain positive relationships with the team of press officers recruited for Tokyo 2020, journalists, National Governing Bodies (NGBs), corporate and strategic partners through personal contact, events and initiatives.

**GAMES-TIME ROLE:** Due to the event-delivery nature of the organisation, all Games-time roles at the British Paralympic Association (BPA) will be discussed and agreed for each Paralympic Games. It is confirmed therefore that the Communications Manager will fulfil Games time roles as follows:

**Summer Paralympic Games:** Press Attaché

**Winter Paralympic Games:** Press Attaché (subject to confirmation in 2021)

**KEY RESPONSIBILITIES IN DETAIL:**

**GAMESTIME ROLE:**

* The post-holder will be the Press Attaché for the Tokyo 2020 Paralympic Games leading and managing the press officer teams in the Athlete Village and at competition venues. They will also be required to work directly with athletes and sports during Games time**.**
* Commitment to spending time in environment to develop understanding of each NBG and to develop critical Games time relationships with press officers, team leaders and athletes
* Attendance at and positive contribution to weekly Games Planning Group meetings as part of the Chef de Mission team
* Attendance at and positive contribution to team leader workshops and BPA and NGB meetings as part of the Chef de Mission team
* Working closely with the Athlete Services Manager to support content development for athlete and team education programmes
* Attendance at daily Chef de Mission team meetings when at the Paralympic Games
* Commitment to supporting the Chef de Mission team in leading the delivery and maintenance of an optimal Games time environment allowing athletes and staff to thrive when it matters most

**Strategy**

* Working with the Head of Communications to develop and implement media strategy and support digital content strategy for all aspects of BPA activity aligning with the organisation’s strategy. With a focus on meeting organisation KPIs including the aim of achieving greater reach amongst target audience.

**Media and content**

* Work with the Chef de Mission and Head of Communications to agree proactive media strategies, Games time messaging and crisis management
* Plan and execute media and digital content gathering opportunities at events such as team announcements, team launch as well as out of Games opportunities to raise the profile of ParalympicsGB.
* Plan and help deliver media training and provide strategic media support to athletes and senior staff
* Contribute to planning and delivering of Games time media operations based on experience of live sports events
* Develop relationships with key journalists, editors and production teams.
* Oversee media monitoring and contact database and lead relationship with media monitoring agency
* Report on media outcomes to BPA staff and BPA board
* Commission and brief photography and videography to agreed creative brief

**Project management**

* Responsible for project managing a range of key communications campaigns such as activations for BPA’s corporate partners and cross-organisational campaigns

**Marketing**

* Lead and implement PR for fundraising campaigns and communications for the organisation, working creatively to further develop and enhance BPA fundraising in collaboration with Commercial team colleagues

**Corporate communications**

* Responsible for writing content and copy editing for digital and print
* Managing process of publications, including stakeholder input, liaising with providers and coordinating distribution

**Stakeholder relations**

* Develop and maintain good working relationships with the International Paralympic Committee, NGBs, the Games Organising Committee(s) and with other key stakeholders
* To coordinate and ensure smooth relationship with rights holders particularly Channel 4 and BBC

**PERSON SPECIFICATION**

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| QUALIFICATIONS Educated to degree level or similar |
| ROLE REQUIREMENTS  * Ability to undertake International and national travel including an extended period abroad during the Summer (Tokyo 2020) and Winter (Beijing 2022) Paralympic Games. * Responsible for out of hours media phone and review of digital channels on a rota basis * Due to its engagement with the ParalympicsGB teams at both the Summer and Winter Games, an assessment process may be undertaken to determine whether or not the post-holder requires a DBS Disclosure and Barring Service (DBS) List check. |
| **KNOWLEDGE AND SKILLS**  **Essential**   * Communications experience at an appropriate level, ideally within the sports sector; * Passion for Paralympic sport * An understanding of the national and international sport landscape * Experience of managing a team while working at a major sporting event or similar, supporting NGBs and athletes in venue in a fast-paced media environment * Experience of media handling of complex reputational issues * Experience of working with national and sector specific media and evidence of having built effective relationships with journalists and other key contacts * Strong communication skills with the ability to write key messages and written content to a high standard and tight timescale   **Desirable**   * Experience of delivering proactive external campaigns and the ability to devise strategies and tactics to maximise their effectiveness * Experience of devising and publishing content across a range of digital channels * An understanding of the BPA, its function and role and the environment in which it operates * Fundraising and charity communications * Experience of managing and reporting against agreed organisational budgets; * Ability to project manage multi-skilled teams * Line management experience |
| **BEHAVIOURAL COMPETENCIES AND QUALITIES**  **Communication**: The ability to express message and impart information clearly, concisely and convincingly to a wide variety of audiences and through a variety of mechanisms, including both verbal and written communication.  **Creativity**: The ability to understand a problem or issue, and the factors that influence it, and consider constructive inventive ways in which a solution can be found, and a positive work outcome achieved. The desire constantly to consider ways in which existing practices could be done better and more efficiently.  **Organisational Skills**: The ability to plan, organise and execute work programmes, working to tight deadlines.  **Stakeholder management and team work**: Ability to build strong professional relationships and work within a team environment (lead and support roles) |
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**VALUES**

The British Paralympic Association is an organisation with unique responsibilities and roles. However, we will only achieve our ambitions by working with and through others, and by appreciation of where we fit within the wider sporting landscape.

This partnership working internally and externally is driven by three values highlighted in the BPA Strategic Plan for 2017/21 “Inspiring Excellence”. You will therefore adhere to:

***Excellence***– everything we do as the BPA should be of the highest possible standard, and reflective of an ambition to be world leading.  We are committed to a flexible, proactive, challenging approach to all activity – recognising how our own commitment to ‘being better’ can support the similar ambitions of our athletes and team;

***Honesty*** – we will ensure that all engagement and communication is fair, open and grounded in an appreciation of others and their views, seeking to set and manage expectations of ourselves and others to ensure consistency and transparency; and

***Trust*** - our interaction with each other with key partners and the wider community will be characterised by respect and will seek to engender a belief in the value, ethics and integrity of the BPA.

*This job description and person specification is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and may be amended from time to time in the light of the changing needs of the organisation through appropriate processes of consultation and the mutual agreement of both parties.*

*Version 10 May 2019 (F)*