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| **JOB TITLE** | Communications Officer  |

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| **SALARY** | £30,835 per annum |
| **GRADE** | G (Corporate) |
| **HOURS** | 37 Hours Per Week  |
| **LOCATION** | Flexible/National (any UKSI site)  |



**ROLE SUMMARY**

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| We are seeking a Communications Officer, who can help drive key areas of our communications strategy and be an excellent team player. This position is primarily responsible for the smooth operation of UKSI internal communications systems and processes, in order to share information and updates across 350+ employees spread across numerous sites. As our people are a crucial part of the UKSI’s ability to be effective and successful, the Communications Officer will play a key role in ensuring our people are well-informed and receive important information at the right time. This is particularly important this year as we head towards the Winter Olympic and Paralympic Games. The successful candidate will also play a key role in the maintenance and development of our digital strategy and channels, and will ideally have some experience of working with traditional media outlets such as written media and broadcasters. This role is part of a small team, and so the successful applicant will support all aspects of the team’s work. As a result, we welcome applications from a range of communications and marketing backgrounds, and previous internal communications experience is not a requirement. The Communications Officer will join a small team, providing great opportunity to be hands-on, to grow into new areas, to take on a high level of responsibility and to lead on aspects of project and agency work. As such, commitment, enthusiasm and attitude are just as important as experience.This role is a fixed term contract until March 2026. |



**KEY RESPONSIBILITIES**

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| * Contributing to the development and delivery of the Marketing & Communications Team’s strategy and implementation across a variety of channels
* Comms team lead for content development and maintenance of Sharepoint (UKSI intranet) and public website (Wordpress)
* Measure and report on the effectiveness of company communications and channels using available analytics tools, such as Google Analytics
* Lead for comms team on website agency relationship, and support with other agency relationships
* Development and delivery of multiple internal and external newsletters through MailChimp, including ongoing work with legal and data protection to maintain databases and keep privacy notices compliant
* Plan, research and write articles, blogs, press releases, content and stories and other assets for UKSI channels and platforms
* Work with internal teams to support the delivery of the annual staff survey
* Field media enquiries and draft reactive and proactive statements and press releases as required
* Comms team co-lead on the development, maintenance and sharing of the house brand and style
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| * Keep up-to-date with regular communications trends and undertake competitor analysis
* Working with the Senior Leadership Team and all internal teams to share and communicate priorities and progress to employees where necessary or appropriate
* Work with internal teams and comms team colleagues to run internal communications activities such as our regular all staff call
* Craft and direct internal communications tools, including the intranet, brand, internal communications networks
* Constantly monitor UKSI staff opinion and behaviours in regards to organisational communications with a view to constantly improving the effectiveness of activity
* Attend national and regional meetings and workshops, training courses and visit UKSI sites as appropriate
* Providing advice, support and assistance to UKSI colleagues and practitioners on their communications plans and supporting them to showcase the role, success and achievements of the organisation
* Support the team with various administrative tasks such as building budgets, running evaluation reports and assessing digital content
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 **ROLE DIMENSIONS**

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| **REPORTS TO**  | Communications Manager / Director of Communications |
| **DIRECT REPORTS** | N/A  |
| **BUDGET ACCOUNTABIITY** | N/A |



**KEY RELATIONSHIPS**

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| * All UKSI Staff including SLT and Board
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| * UK Sport Communications Team
* Press and Media
* Production Agencies
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**PERSON SPECIFICATION**

| **COMPETENCY AREA** | **ESSENTIAL / DESIRABLE** | **ASSESSED BY** |
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| **Experience** |  |  |
| Sufficient experience working directly in Communications, Marketing, PR or relevant field | Essential | ApplicationInterview |
| Experience of internal communications | Desirable | Application Interview |
| Experience of a fast-moving working environment and confidence in working effectively at pace as part of a team | Essential | Application Interview |
| Experience in working as part of a team to deliver communications or PR programmes/activations/campaigns | Essential | Application Interview |
| Experience of operating independently to drive campaigns from beginning through to completion, including engaging with employees, agencies and senior leaders to secure an outcome. | Essential | ApplicationInterview |
| Experience of managing an intranet or other internal communications systems AND/OR website and CMS management | Essential | Application Interview |
| Experience of developing metrics and evaluation reports to measure the effectiveness and impact of digital communications activities | Essential | Application Interview |
| Experience of using multiple channels and platforms as part of an integrated internal and external communications strategy  | Essential | Application Interview |
| Experience of managing suppliers and agencies to ensure projects are delivered on time and to budget | Desirable  | Application Interview |
| Experience of working within a medium to large (300+) organisation or company OR the sport sector | Desirable | Application Interview |
| Excellent copywriting and editing skills and the ability to produce high quality written materials that clearly communicate key messages | Essential | Application Interview |
| An understanding of GDPR and database management | Desirable | Interview  |
| The ability to speak to people in an engaging manner and then distil information provided into a variety of formats, including high quality news stories, features and blogs. | Essential | Interview |
| Experience of influencing others to respond or operate in a particular manner or towards a particular outcome | Essential | Interview |
| Experience of producing communications assets for distribution via a range of channels either directly or via direct agency management | Essential | Interview |
| Good knowledge and understanding of the most effective ways to monitor and improve communications | Essential | Interview |
| Ability to analyse situations, think clearly and develop communications recommendations, strategies and courses of action to address organisational challenges | Essential | Practical task |
| Excellent presentation and communication skills; the ability to communicate complex information to a wide range of audiences | Essential | Application Interview |
| Ability to plan, prioritise and manage the delivery of work on a week to week and month to month basis | Essential | Interview |
| Experience of working in live event environments e.g. sports events, press conferences, product or press launched, internal conferences, dinner events  | Desirable | Application Interview |
| Experience of working with traditional media such as journalists or broadcasters | Desirable | Application Interview |
| Ability to think and work under pressure, and without the input of senior team members if necessary | Essential | Practical task |
| Strong interpersonal and relationship building skills | Essential | Interview |
| Have an interest in sport and recognise the importance of promoting and supporting key principles such as equality, safeguarding and anti-doping within sport | Essential | Interview |
| **May be required to work with athletes under 18 (DBS check required)** | No |  |



All UKSI practitioners are expected to engage with and support training and professional development in anti-doping, i.e., UKAD Accredited Advisor Certification, safeguarding and GDPR. Practitioners are also expected to adhere to all UKSI policies and procedures and show commitment to promoting and supporting equality, diversity, and safeguarding within sport.

**END OF JOB DESCRIPTION**