

# **JOB DESCRIPTION:**

# **CAMPAIGNS MANAGER**

APRIL 2017



Women in Sport is the leading charity dedicated to transforming sport for the benefit of every woman and girl in the UK. With over 30 years' experience in the sport sector, we draw on our unique insight to champion the right of every woman and girl in the UK to take part in, and benefit from, sport: from the field of play to the boardroom, from early years and throughout her life.

We are looking for a Campaigns Manager to join the team and support us in delivering our ambition. We need someone who will be an integral part of our Engagement and Campaigns team, supporting and significantly growing the current profile, reach and influence of the charity.

We are building a team of people who share our ambition, have a highly flexible and adaptable approach to work and want their day job to make a difference to society. An interest in women's sport will also help but you do not need to be 'sporty', or for that matter, a woman – in fact we value diversity of experiences in our team. Come and be part of this exciting new era for women's sport.

## ABOUT US

We're committed to equality and operate within a culture and structure that recognises diversity and strives to be fair. We live by our values of Fairness, Insight-led, Collaborative and Challenging, (details on our website) and we aim to have an entrepreneurial and flexible approach to work. The team has created 'Culture Club' that has collaboratively introduced a range of initiatives to make Women in Sport a great place to work.

We're currently based in a Co-Work shared office in Finsbury Square that we share with a range of other businesses. The environment offers us the flexibility to work in a hot-desking environment, alongside all the 'Big Office' facilities of great broadband, a selection of well-equipped meeting rooms and break-out space. It suits our fast-paced, enthusiastic attitude and allows us the flexibility we need to respond to change.

We're a small team, but we're doing big things. Transforming sport for the benefit of every woman and girl in the UK isn't easy, but we're committed to making the biggest difference we can. If you want to help us achieve our vision, why not consider a career with Women in Sport. We're in. Are you?

# THE ROLE

The Campaigns Manager leads and manages the development, project management and implementation of Women in Sport's public awareness and fundraising campaigns to help transform sport for the benefit of every woman and girl in the UK.

In addition, the Campaigns Manager is responsible for devising and implementing a media strategy and plan to support the publication of research and our wider influencing agenda – this will include both planned and responsive media management.

The role is also responsible for the planning and delivery of all aspects of the charity's digital and corporate communications.

Finally, the role will continue to build and develop external relationships with decision makers across a wide range of sectors and with current and future partner organisations (including funders and donors) that support and can help us to achieve our mission.

This is a new role for the charity sitting within the Campaigns and Engagement team. This role will be line managed by Women in Sport's Director of Campaigns and Engagement and will line manage the Campaigns Officer.

# Responsibilities

## 1. Management of Women in Sport's campaigns

- Support the Director of Campaigns & Engagement in the development, of the public awareness and fundraising campaigns strategies
- With the Director of Campaigns & Engagement, turn these strategies into deliverable resourced plans and manage their delivery and evaluation
- Lead the charity's online campaigning and wider communications activity, including all email and social media communications, website and e-newsletters
- Work closely with the Insight and Policy team, to ensure campaigning activity is focused on achieving support from decision makers and that it is driving social change.
- Take lead responsibility for all aspects of the All Party Parliamentary Group on Women's Sport and Fitness and managing the event planning and delivery of logistics. Event content will be provided by other teams within the charity, so close partnership working will be essential.
- Develop external partnerships to participate in, and endorse, campaigning activity and where appropriate engage in joint campaigning activity
- Monitor and evaluate the impact of all campaigns activity
- Manage the Campaigns budgets

## 2. Management of the Press Office

- With support from the Director of Campaigns & Engagement, develop and implement a media relations strategy to support the charity's campaigning / influencing activity and wider corporate communications
- With the Insight & Policy team create clear messages to represent the charity's vision, mission and activities across the media. Manage the agreed messages across the charity (with staff and trustees) and in the media
- Actively identify opportunities in national, local and specialist media to achieve coverage, profile and features for the charity
- Initiate and maintain good working relationships with editors, journalists and broadcasters
- Write and edit copy for press releases and ensure effective distribution and follow up

- Brief and prepare the CEO and other members of the Leadership Team and Trustees who undertake media interviews
- Act as a key press contact and spokesperson for the organisation, where appropriate
- Respond to media enquiries including managing and taking part in an out of hours duty rota.

### **3. Management of the charity's marketing and communications**

- Create compelling key messages and manage the charity's brand (visual identity, tone of voice and messages)
- Lead the Women in Sport team to create relevant and engaging communications and marketing messages and collateral (both online and offline) to showcase activities and achievements to Women in Sport's key audiences and stakeholders, including potential donors and funders. Day-to-day maintenance and development of content on the Women in Sport website.
- Use a range of online systems and technology to communicate campaign and marketing messages – including fundraising messages - and monitor their impact including our social media channels.
- Interrogate and understand our data using our CRM system e-Tapestry (known internally as The Fanzone), to generate segmented marketing lists for effective targeting of messages and marketing activity. Be a designated CRM super-user.
- Maintain up to date records of key activities and contacts on The Fanzone.
- Lead our marketing communications reporting – how we measure ROI and performance and apply it back into our work – reporting to the Leadership Group and Board as requested.

### **4. Management and development of staff and volunteers**

- Line manage the Campaigns Officer ensuring they are motivated and happy at work, have clear objectives which they are supported to deliver.
- Monitor and evaluate the performance of any staff and volunteers in the team in line with the charity's values, ensuring people's skills and abilities are developed and managing to a positive outcome for the charity any poor performance.

### **5. Attend relevant meetings, conferences and events**

- Attend and contribute to weekly team meetings, department catch-ups, and one-to-ones with Line Manager.
- Accompany Director of Campaigns and Engagement and other members of the Women in Sport team to meetings with key stakeholders and assist or deputise for them as necessary.

- Attend the charity's events and some women's sporting events where relevant, with occasional weekend/evening work required.
- Understand and support Women in Sport's vision, mission, strategy and values and advocate these externally to potential funders and key stakeholders.

The post holder may be required to undertake such duties not included in the job description as are reasonably requested by their Line Manager, Director and/or the CEO.

The job description may be subject to review from time to time in consultation with the post-holder.

**Starting salary:** £32,000

**Hours:** 35 per week. The post holder will be required to undertake commitments outside normal working hours, particularly relating to the management of an effective and impactful press office.

**Annual leave:** 25 days, plus Bank Holidays

**Pension:** Women in Sport operates an auto enrolment pension, with matched contributions of up to 5% of salary.

# EXPERIENCE & SKILLS

## Required

- Graduate or possess a relevant qualification or appropriate experience in a related role
- Minimum 3 years' successful experience of working in a public affairs, marketing and/or communications role
- A successful campaigner with experience of devising and implementing campaign strategies for a national charity
- Strong project management skills with demonstrable experience of successfully managing projects with multiple stakeholders
- Experience of proactive and reactive media relations with demonstrable results and impact via national media outlets
- Understanding of UK Government and Parliamentary Affairs including knowledge of how to use parliamentary processes and procedures to implement a campaign
- Experience of line management including being able to delegate effectively
- Strong communications skills: written, verbal and presentational
- Solid understanding and experience of using online marketing and communications, including professional experience of Twitter, Facebook, Instagram, LinkedIn and website CMS management
- Ability to analyse complex information and communicate it effectively to a range of audiences
- Experience of brand guardianship
- Excellent IT and Microsoft Office skills, specifically Word, Outlook, PowerPoint and Excel

## Desirable

- Knowledge of the UK sport sector
- Experience of campaigning on equality issues
- Photo/film editing skills

- Understanding of the political, cultural and social environments affecting equality and women's sport.

## Personal Attributes

A personal commitment to gender equality

Strategic thinker with strong decision making abilities

Confident and proactive

Able to work as part of a team and on own initiative

Ability to prioritise a varied workload and the handling of multiple priorities with excellent time management skills

## TO APPLY

If you feel inspired to come and work with us, please submit a covering letter (maximum 2 sides A4) and detailed CV to [careers@womeninsport.org](mailto:careers@womeninsport.org). The covering letter should explain why this role interests you and how your experience addresses the criteria as set out in the job description. We look forward to hearing from you.

Women in Sport is an inclusive and diverse employer and we welcome and encourage applications from all suitably qualified persons regardless of race, gender, disability, religion/belief, sexual orientation or age.

**April 2017**