

## Job Description

<b>Job title</b>	Head of Communications
<b>Reports to</b>	Director of Communications
<b>Grade</b>	5
<b>Directorate</b>	Communications
<b>Term</b>	Permanent

### Job purpose

The purpose of the role is to manage media relations and protect brand and reputation, in addition to line managing the Communications team. You will advocate on behalf of UKAD and promote clean sport across the UK. You will have in depth knowledge and practical experience at a senior level across reputation management and media management.

You will be adept at networking and stakeholder liaison, with extensive knowledge and experience of targeting key audiences through multiple channels, platforms and campaigns. You will be able to plan and deliver campaigns and key messaging through your strong understanding of digital technology. You will have experience in planning and delivering events and helping others to contribute to events externally and our own campaign events. You will work with the Director of Communications to deliver a new 3-year Communications strategy, supporting the organisational strategic objectives, helping to boost UKAD's profile and reputation.

You'll have a deep understanding of a values-driven workplace and the vital role of strategic internal communications to help foster this. You will have experience of working quickly on high-profile, reactive media work and of planning pro-active press coverage. You will be accustomed to running integrated communications campaigns. You will be an experienced line manager who will foster positive, collaborative teamworking, across other teams as well as your own. You will prize helping your direct reports to develop and grow.

You will have in depth knowledge and understanding of a whole range of different sports and how the sporting landscape works with insight into Olympic and Paralympic sport.

## **Roles and Responsibilities**

---

### **Media management, Communications planning and delivery of communications campaigns 50%**

- Work with senior colleagues on reputation management
- Develop and strengthen new and existing relationships with journalists from a wide range of media (sport, trade, health/medical and international) to achieve positive coverage for UKAD
- Work with the Communications Manager to identify speaker opportunities, and ensure that speeches, presentations, briefings and articles are drafted as required for the Chair, Chief Executive and colleagues
- Oversee all media handling and manage the press rota. Work with colleagues across the organisation to produce press releases, news stories and feature articles for the website and other communications channels to promote the range of UKAD's activities
- Work with senior colleagues to anticipate and respond in timely ways to media issues as they arise
- To proactively pursue opportunities for comment articles, blogs, video content, features and reactive statements
- Lead and manage the top-level grid, a communications planner that runs across the year and needs updating and sharing with colleagues
- Research creative opportunities to promote UKAD's work. Lead and develop integrated communications campaigns with clear key messages deployed through appropriate channels whether through working with colleagues, journalists and traditional media
- Develop new communications initiatives, lead on the delivery of existing initiatives such as Clean Sport Week and work as appropriate with other partner organisations on communications campaigns of mutual benefit.
- To work with the Director of Communications and senior colleagues, and external stakeholders to lead any crisis communications response, prepare and deliver crisis plans
- Build and foster partnership opportunities for events and campaign content at global, national and regional levels.

### **Website and digital tools 20%**

- To work with the Communications Team to deliver new and innovative content creation to use across all our digital and social platforms to attract and engage new and existing audiences
- To oversee the Communications Manager and Communications Officer to ensure the content on our own channels (website, social media platforms etc.) is consistently relevant, accurate and engaging and reflects the tone and values of the organisation as well as promotes diversity and inclusion

- Being able to advise and implement plans as appropriate on new digital opportunities and potential threats
- To boost our provision of video content.

#### **Internal communications 15%**

- To support the Communications Manager and Communications Officer to maximise internal communications through Yammer, Doping Download, social activities and opportunities for colleagues to receive information in a timely and accessible ways
- Liaise with the People Team and EDI working Party to implement inclusive communications
- To oversee that the Communications Manager and Communications Officer to help keep the Hub (our digital storage system) up-to-date, useful and engaging
- To work with colleagues across the organisation to foster a values-driven culture.

#### **Manage Brand, events, publications and merchandise 5%**

- To oversee the budgeting and implementation of brand assets
- To build the UKAD brand and Clean Sport, 100% me, Squeaky (major games icon), Protect Your Sport and future campaigns
- To ensure we plan and deliver an annual and campaigns events schedule, looking into the top level grid
- To oversee all digital production, commissioning of merchandise and manage the relationship with the organisation's external supplier of brand, design, warehousing and merchandise.

#### **Management and representation 10%**

- To undertake evaluation and measurement including providing internal quarterly reporting against targets and objectives
- To deputise for the Director of Communications where appropriate and join external or internal working groups
- To line manage the Communications team
- Work with Director of Communications to provide high level strategic communications counsel directly to the CEO and Chair
- To commission as appropriate occasional external agency support.
- To work with in collaboration with the DCMS press office and other stakeholders (Sport Councils, National Governing Bodies) as appropriate
- Ensure EDI is at the heart of communications.

## Key internal and external contacts

---

- All UKAD colleagues
- UKAD Chair and Board
- Athletes Commission
- DCMS
- Other Government Arms Lengths Bodies
- Communications staff in Sports Councils and National Governing Bodies
- Journalists and media specialists
- Service providers, including media and social monitoring agencies
- Universities and other academic centres of excellence
- Partner organisations
- World Anti-Doping Agency (WADA)
- National Anti-Doping Organisations (NADOs)
- Contacts appropriate to projects and campaigns.

## Our Values

---

- **Integrity** – We do what is right for clean sport, we are equitable and ethical, ensuring everyone is treated fairly and with respect.
- **Collaboration** – We work together and with others, sharing knowledge and building relationships to better tackle doping.
- **Excellence** – We strive to achieve high standards in the protection of clean sport, evolving with the times and finding solutions.
- **Passion** – We are dedicated to keeping sport clean, are proud of what we do and know it matters.

## Person specification

---

### Qualifications/experience/knowledge

- A bachelors' degree or equivalent experience in journalism, media relations, PR
- Experience working ideally within a complex, fast-paced political environment, within a communications function
- Experience of planning and implementing budgets and overseeing the monthly management accounts
- Experience of writing in an engaging and informative style
- Line Management experience
- Experience of managing and producing a range of high-quality communications materials
- Working knowledge of social media channels including how to segment and target different audiences
- Extensive practical experience of handling a press office.

### **Skills**

- Extensive demonstrable writing and editing skills for a range of target audiences and channels
- Excellent interpersonal, negotiation and communications skills
- Knowledge of Microsoft Office package
- Experience of handling databases and mailing software
- Adept networker and ability to work with external partners and suppliers
- Ability to prioritise own workload and of the team in order to meet set deadlines
- Creative approach to work, with the ability to develop innovative solutions and use initiative in problem solving
- Knowledge of animation and video content for social media
- Strong team player with the ability to show understanding and sensitivity to others' views and objectives

### **Additional information**

---

Working hours are 36 hours a week although flexibility is required in order to ensure core objectives are achieved. Occasional out-of-hours work, particularly responding to media enquiries, and some travel throughout the UK can often be required.

Our hybrid working consists of two days in the office per week.

This job specification should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of the organisation.