

JOB DESCRIPTION & PERSON SPECIFICATION

- JOB TITLE:** Communications Officer
- REPORTS TO:** Communications and Marketing Manager
- SALARY:** Salary – up to £26,794 per annum (depending on experience)
- CONTRACT:** All Hours, Permanent
- LOCATION:** SportPark, Loughborough (national and international travel required)

JOB PURPOSE:

To proactively contribute to the day-to-day communications activity of British Swimming

RESPONSIBILITIES:

- Support the development of British Swimming's communication activity, contributing to our strategy and vision
- Responsible for producing written content including but not limited to; news stories, features, general copywriting, athlete biographies and sport information
- Provide written content for all event programmes
- To enhance communications internally and externally, including the continued development of the British Swimming website and providing content to help further growth of our social media channels
- Support content generation from both a creative and logistical angle, which will include travel to events and our National Performance Centres
- Promote aquatics through traditional PR and marketing channels, as well as supporting the Digital Communications Officer
- Show innovation in utilizing website/social media to showcase our teams/sports/athletes, providing a behind the scenes look into the daily training environments of our athletes, coaches and sports scientists
- Manage media accreditation for all British Swimming hosted events
- Handle reactive and proactive media enquiries
- Assist in the development and implementation of the overall marketing and communications strategy for British Swimming
- Monitor and analyse media coverage on a daily basis
- Pro-actively liaise with key internal departments – world class, sponsorship and events, as well as with sponsors, key partners and stakeholders
- Support the Communications and Marketing Manager at major national and international events, including assisting in the running of media operations
- Writing, proofing and sending out e-comms through our email service provider
- Provide media support for international teams as required
- Provide support for wider reaching marketing activity as required
- Provide administrative support to the Communications team as required
- Basic image and video editing would be a bonus

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General

- Deliver on clearly defined objectives across communications, PR and web
- Regular production of written content to ensure our website and social media channels remain fresh and engaging
- Ensure work is accurate and adheres to marketing and communications strategies and guidelines
- Produce reports on communications and media performance on a regular basis
- Undertake any other duties as required by the Communications and Marketing Manager or Director of Events and Marcomms
- To comply with all policies set down by British Swimming and in particular policies relating to equality and diversity

Person Specification

Essential	Desirable
Excellent written English and communication skills, with exceptional attention to detail	Experience of media relations across print, digital and broadcast media
Experience of using CMS and CRM systems	Experience or knowledge of working for a sport organisation such as British Swimming
Proven experience of producing engaging website content	Experience of working in a press office environment
Ability to work well under pressure with conflicting deadlines on multiple tasks	Proven appreciation of the evolving nature of the social media and sporting landscape
Motivation, creativity and ability to work under own initiative and manage workload	Video and Photoshop skills
Willingness to work outside of contracted hours and travel as required	The ability to drive and use of a car
Strong communication skills with the ability to write key messages and documents to a high level and tight timescale.	
Communications experience of at least 2-3 years, or of an equivalent level, ideally within the sports sector.	
Experience of using current social and digital platforms and growing audience base	
Experience of working with national and sector specific media and evidence of having built effective relationships with journalists and other key contacts.	