

Welsh Athletics Ltd  
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WELSH ATHLETICS  
ATHLETAU CYMRU

# Welsh Athletics Job Description

<b>Job Title:</b>	<b>Communications &amp; Marketing Manager</b> <b>Permanent</b> , Full Time, part time considered <b>£27k - £32k pa</b> , full time equivalent
<b>Location:</b>	Cardiff, Cardiff International Sports Campus
<b>Responsible to:</b>	Head of Operations
<b>Responsibilities:</b>	To increase the profile of Athletics activities in Wales. To promote and advocate its aspirations, strategies and highlights to all key stakeholders. To drive continuous improvements in all aspects of communication. To set goals, monitor work and evaluate results to ensure Welsh Athletics objectives are met.
<b>Benefits:</b>	Matched contributions to group pension scheme Access to onsite gym and athletics facilities Generous paid holidays (up to 28 days) plus eight paid bank holiday days. Flexible / remote working considered. Welsh Athletics promotes and supports continued personal development.

## Key Responsibilities:

### External

- To create and implement a communication strategy between Welsh Athletics and its members/clubs
- To engage with regional and national media providers to develop strong relationships and secure high-profile coverage
- Manage media relations to ensure maximum level of coverage for all athletics related activities aligned to performance, participation, health and wellbeing as well as equality and diversity objectives
- Manages the Welsh Athletics and Run Wales websites



- To support member clubs in the creation of website, social media accounts and communication pathways in line with the club modernisation plan
- To progressively create and develop a fully bilingual website and ensuring that all Welsh Athletics press releases are fully bilingual aligned to our Welsh language action plan

### **Internal**

- To assist in the creation and implementation of an internal communication strategy between Welsh Athletics departments and various committees
- In conjunction with departmental leads, develop and deliver an annual and bespoke marketing and advocacy plan for each department
- Provides ongoing media training to management team, key volunteers and all funded athletes – ensuring workforce have the skills and confidence to deliver appropriate messages when required to do so
- Manage marketing and communications budget
- To line manage a team of executive and volunteer communication officers

### **Corporate**

- Develop Welsh Athletics and Run Wales corporate messages
- In conjunction with the CEO and Head of Operations, develop a marketing strategy that effectively markets the organisation to meet its objectives and maximises its potential to increase commercial income
- Assist with the activation of all major sponsorship and partnership agreements
- Leads on all Welsh Athletics and Run Wales insight and consultation projects

### **Run Wales Social Running Programme**

- To enhance and develop the Run Wales communication strategy
- Continue to develop the Welsh Athletics and Run Wales brand – ensuring consistent usage across all communications materials
- Work in partnership with key stakeholders such as Public Health Wales, Welsh Assembly Govt and Local Authorities to ensure the promotion of running based activities is aligned with the National physical activity agenda



**N.B.** Employee work programmes will be driven by the Welsh Athletics operational plan. Performance will be measured against the delivery of this plan and the mutually-agreed key performance indicators set at the beginning of the review period.

**Person Specification:**

	<b>Essential</b>	<b>Desirable</b>
Qualifications	<ul style="list-style-type: none"> <li>▪ Degree in business, marketing, communications or an equivalent combination of education, training and expertise</li> <li>▪ Evidence of continuous professional development</li> </ul>	
Knowledge and Experience	<ul style="list-style-type: none"> <li>▪ Experience of using of social media platforms and generating analytics</li> <li>▪ Experience of developing campaigns and producing supportive information</li> <li>▪ Links with main media outlets in Wales and the UK</li> <li>▪ Experience of website creation and systems</li> <li>▪ Ability to work on own initiative and as part of a team</li> <li>▪ Knowledge and experience of using Google analytics or similar evaluation tools</li> <li>▪ Experience of managing a budget</li> </ul>	<ul style="list-style-type: none"> <li>▪ Knowledge of all athletics disciplines</li> <li>▪ Knowledge of International Athletics</li> <li>▪ Experience of presenting information to a wide range of audiences / partners.</li> <li>▪ Experience of writing media reports</li> <li>▪ Knowledge of Government, particularly Welsh Assembly Government</li> </ul>
Skills	<ul style="list-style-type: none"> <li>▪ Able to travel throughout Wales (and the UK as required).</li> <li>▪ IT skills including use of Microsoft Office, e-mail and internet.</li> <li>▪ Excellent verbal and written communication skills.</li> <li>▪ Excellent Organisational and</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ability to work under pressure</li> <li>▪ Ability to work to deadlines</li> <li>▪ Close attention to detail</li> <li>▪ Ability to speak and communicate effectively in Welsh</li> <li>▪ Some project Management experience</li> </ul>



	<p>administrative skills</p> <ul style="list-style-type: none"><li>▪ Experience of website management</li></ul>	
Personal Qualities	<ul style="list-style-type: none"><li>▪ Excellent communication skills</li><li>▪ Self-motivated and able to work under own initiative</li><li>▪ A team player with the willingness to lead</li><li>▪ Flexible and adaptable to change as work demands</li><li>▪ Ability to enthuse and motivate others</li><li>▪ Ability to collaborate and communicate with people from a variety of backgrounds</li></ul>	

*Appointment Process:*

**For enquiries** about this role please contact:

James Williams - Head of Operations, 02920 644870 or by e-mail: [James.williams@welshathletics.org](mailto:James.williams@welshathletics.org).

**To apply,**

Please access application documents and notes from the Welsh Athletics website

<http://www.welshathletics.org/about-us/work-with-us.aspx>

Please send completed applications to the Office Manager

by e-mail [andrew.thomas@welshathletics.org](mailto:andrew.thomas@welshathletics.org)

or by post Welsh Athletics Ltd, Cardiff International Sports Campus, Leckwith Road, Cardiff, CF11 8AZ

**Closing date for completed applications to be received:** 4<sup>th</sup> October 2017

**Interviews to be held in the week commencing:** 9<sup>th</sup> October 2017 in Cardiff