

Welsh Athletics Ltd  
Cardiff International Sports Stadium  
Leckwith Road, Cardiff CF11 8AZ

Tel 029 2064 4870  
Fax 029 2034 2687

www.welshathletics.org  
office@welshathletics.org



WELSH ATHLETICS  
ATHLETAU CYMRU

## Welsh Athletics Job Description

<b>Job Title:</b>	Media, Website & Communications Officer
<b>Responsible to:</b>	Communications and Marketing Manager
<b>Location:</b>	Primary location at the Welsh Athletics head office, with some field based work, as required
<b>Responsibilities:</b>	To assist in the development and delivery of effective communications initiatives across print, website and social media platforms to inform internal and external stakeholders and to raise the profile and reputation of Welsh Athletics by developing and maintaining strong media relationships.
<b>Overall Purpose of the role:</b>	To work with the relevant departments within Welsh Athletics and appropriate external partners to create and facilitate an effective communication pathway. To ensure that the Welsh Athletics website and social media platforms are regularly maintained and developed.
<b>Salary:</b>	£17,000 - £20,000 (based on experience)
<b>Working Pattern:</b>	This role requires flexibility in working patterns to attend and or cover evening and weekend events within an overall 37 hours per week.

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## Key Responsibilities:

### Corporate

- To progressively create and develop a fully bilingual website and to ensure that all Welsh Athletics press releases are fully bilingual.
- To assist with the production of marketing collateral, as requested.
- In conjunction with the Marketing and Communications Manager, develop marketing and promotional plans for key initiatives.
- To assist the Marketing and Communications Manager to provide Senior Management Team with data analysis to help inform future programme development.

### External

- To proactively manage and update the Welsh Athletics websites and social media platforms with relevant, accurate and engaging content.
- To engage with regional and national media providers to develop strong relationships and secure high-profile coverage.
- To write engaging copy for a diverse audience and across multiple channels.
- To develop press releases, respond to media enquiries, source pictures, place stories, use initiative to stimulate interest and create new media opportunities.
- To coordinate and produce monthly newsletters.
- To publicise and assist in the delivery of Welsh Athletics events including competitions and awards.
- To develop initiatives to increase the number of Welsh Athletics followers on the various social media platforms, with particular focus on engaging with under-represented groups.
- To assist with the production of the marketing collateral, as requested.
- To support member clubs in the creation of website, social media accounts and communication pathways.
- Attend key competitions providing support and media updates as required

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## Internal

- To assist with the promotion of positive internal communication
- To work closely with the competitions department to promote and report on athletics events across all disciplines.
- To work with colleagues, volunteers and other partners/stakeholders to proactively develop promotional content.

## Run Wales

- Manage the Run Champion bloggers and managing content as and when required
- Ensure that the website is fully updated, including the 'find a group' section
- In conjunction with key stakeholders, continue to raise awareness of running opportunities across Wales.
- To increase awareness of the Run Wales Social Running programmes' various media platforms

**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:

	Essential	Desirable
Use of social media platforms	✓	
Basic knowledge of copyright laws and ethical principles relating to publishing	✓	
Experience of website creation and systems	✓	
Experience of writing media reports	✓	
Experience of publishing software	✓	
Experience of media production (e.g video, photography)	✓	
Knowledge of all athletics disciplines	✓	

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Knowledge of International Athletics		✓
Experience of presenting information to a wide range of audiences / partners		✓
Some experience and/or knowledge of google analytics or similar evaluation tools		✓
Links with main media outlets in Wales and the UK		✓
Welsh Speaking	✓	
Able to travel throughout Wales (and the UK as required)	✓	
IT skills including use of Microsoft Office, e-mail and internet	✓	
Excellent verbal and written communication skills.	✓	
Excellent Organisational and administrative skills	✓	
Experience of website management	✓	
Ability to work under pressure		✓
Ability to work to deadlines		✓
Close attention to detail		✓
Good communication skills	✓	
Self-motivated and able to work under own initiative	✓	
A team player with the willingness to lead	✓	
Flexible and adaptable to change as work demands	✓	
Ability to enthuse and motivate others	✓	

*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 the 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:**

17<sup>th</sup> January 2018 (midnight)

**Interviews to be held in the week commencing:**

22<sup>nd</sup> January 2018, in Cardiff