



Marketing and Communications Officer

Closing date for applications
5pm, 15th May 2023

REGISTERED
CHARITY NUMBER
1155171

REGISTERED
COMPANY NUMBER
08177159

Who we are

Sport Birmingham is here to make a positive difference to people's lives through sport and physical activity.

We are the city's strategic sports & physical activity partnership, working as a leading charity to join up policy and investment with delivery partners who bring inclusive and accessible sport and physical activity to communities.

We provide leadership and support through insight, knowledge and expertise to anyone in Birmingham working towards our vision of a more active city and a healthier place to live, learn, work and play. We tackle inequalities by working where the need is greatest.

Sport Birmingham was established in 2014 as an independent company and registered charity, forming from the previous sports partnership hosted through Birmingham City Council.

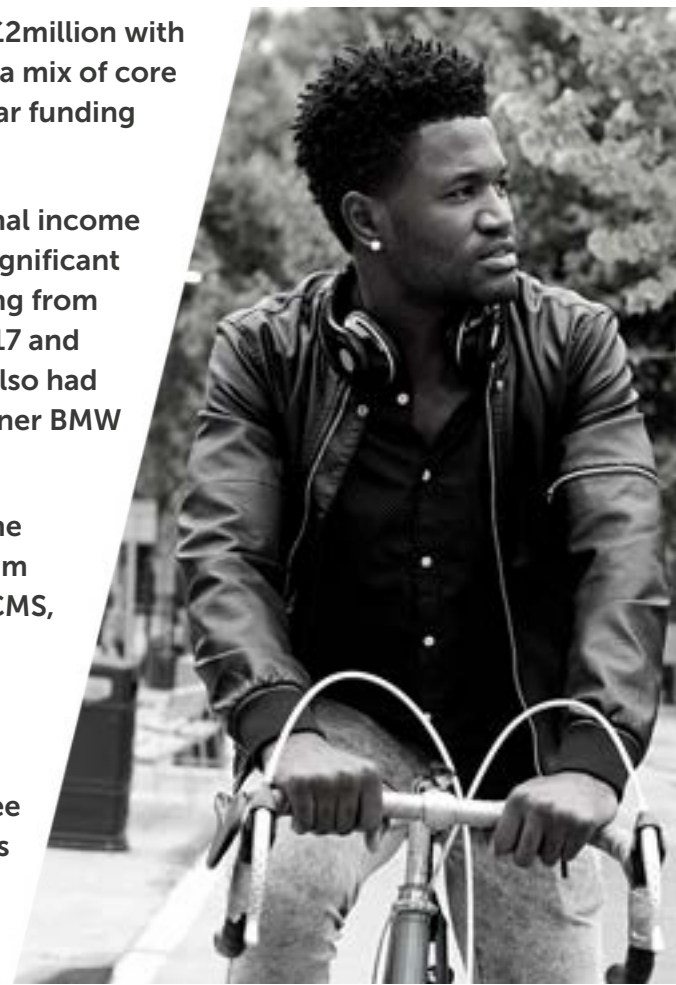
It remains part of a national network of 'Active Partnerships' and has established itself as the leading strategic partnership for sport and physical activity in the region, underpinned by strong governance and enhanced by effective partnership work and support for the delivery network of community sport and physical activity.

The business turnover has risen each year steadily to around £2million with approximately half of all income from Sport England through a mix of core funding and project funding. We are entering into a new 5-year funding relationship with Sport England as a systems partner.

Most of the remainder comes from a mix of other grant national income and local or regional commissions. There have been several significant examples in recent years including the Holiday Activity Funding from DfE in 2019, MAD Birmingham funding from Big Lottery in 2017 and Comic Relief's Ahead of the Game funding in 2020. We have also had commercial sponsorship arrangements with Davies Sport, Sytner BMW and Turkish Airlines.

In 2019 Sport Birmingham secured a key role to coordinate the physical activity and wellbeing legacy work for the Birmingham 2022 Commonwealth Games, working in partnership with DCMS, Sport England, the West Midlands Combined Authority and Birmingham City Council as well as other local and regional stakeholders.

We are working closely with the Games Organising Committee to ensure a sustainable legacy for sport and physical activity is created.



Our Mission

Improving lives
through sport
and physical activity

Our Vision

An active, healthy city
for everyone

Our values



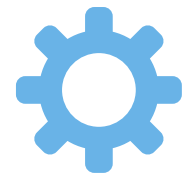
Collaborative

We build partnerships, connect people and convene groups within and outside the sport and physical activity sector; we listen, learn and share.



Inclusive

We are committed to creating and promoting inclusive opportunities, within our own organisational practices and with all our sport and physical activity partners.



Adaptable

We learn, respond and change to ensure we continue to meet the needs of people, places and organisations that we work with and for.

Our priorities

We tackle inequalities by working where the need is greatest.



Improve physical and mental wellbeing by reducing inactivity



Grow and develop a workforce for the sport and physical activity sector



Connect communities through sport and physical activity



Improve life skills and prospects through participation and engagement



Make sport and physical activity inclusive and accessible to all

Competencies & Behaviours

Influencing

Leading, provoking innovation, and driving improvement, understanding people and inspiring confidence.

Customer-focused

Involving, representing, championing and serving community in everything, developing our approaches from the bottom-up.

Evidence-led

An evidence-led and on-going learning approach to understanding need and identifying where to focus on to achieve greatest impact.

Pioneering

Taking risks where appropriate, piloting new models and unique approaches both in the ways we deliver funding and support, through the projects, and partnerships we stimulate.

Collaborating

Connecting people, identifying opportunities to collaborate and develop partnerships and maximise effort.

Leverage

Recognising the opportunities to lever in extra investment, additional resources and community support, to expand reach and impact through effective partnerships with the private, public and voluntary and community sectors.

Legacy

Delivering a long-term legacy through our all our interventions, ensuring we do not displace existing activity or distort existing markets, but help enhance and build on what is already in place wherever possible.

Equalities & Disadvantage

Delivering a long-term legacy through our all our interventions, ensuring we do not displace existing activity or distort existing markets, but help enhance and build on what is already in place wherever possible.



Role description

Job Title: Marketing and Communications Officer

Location: Sport Birmingham Office (with Hybrid working)

Responsible to: Operations Director and Senior Managers

Responsible for: Digital Marketing Apprentice

Contract Type: Permanent

Salary: £27,037 per annum, plus 9% employer pension offered subject to passing probation

Hours: 37 hours per week with occasional evening and weekend work

Job purpose

To develop and manage the communications and marketing function for Sport Birmingham to ensure that the organisation's brand, impact, and profile is raised locally, regionally, and nationally.

The Marketing Officer will be responsible for updating and creating content on our website. They will also manage and grow day-to-day interactions with partners and contacts via social media channels including Facebook, Twitter, Instagram, and LinkedIn.

The Marketing Officer will have a natural curiosity to explore and interrogate data to tell the insight stories needed to make recommendations and clearly communicate to non-technical colleagues at all levels, and drive and evolve campaigns that improve lives through sport and physical activity.

Key duties & responsibilities

- To develop, deliver and monitor the marketing and communications strategy for Sport Birmingham.
- Provide leadership and advocacy in relation to communications and marketing across the Sport Birmingham team.
- Support and make recommendations across the Sport Birmingham team, collaborating closely with colleagues to develop relevant messaging and driving communications across projects, programmes, campaigns, and events.
- Use insight to inform and guide communications across print and digital channels. General tasks including compiling mail shots and writing and distributing press releases.
- Oversee the design and development of the website to optimise navigation, customer journey and user experience working with a web design agency.
- To lead on the development, maintenance, and evolution of the Sport Birmingham website, including updating content to ensure that it is relevant, writing and publishing news stories and interest articles.
- Lead on the production and distribution of the Sport Birmingham newsletter.
- Work closely with external suppliers and agencies to ensure that all marketing collateral is delivered to quality, cost, and time.
- To engage and collaborate with Marketing Leads across the network to share best practice, learning and drive organisational improvement in this area.
- To identify and attend training and development opportunities relevant to the post and/or self-development objectives.

General

- Assist with research & development of content for Marketing purposes drafting promotional literature and writing and publishing news stories.
- Work alongside the wider team to provide the information and support necessary to promote Sport Birmingham as the local experts in the field.
- To use Sport Birmingham CRM system, to ensure effective communication and that the organisation's contacts, relationships and interactions are kept up to date.
- To work with other team members to support monitoring, reporting and evaluation cycles of projects and programmes as required.
- To remain flexible and adaptable to any additional demand as it is confirmed, and to be available to work different hours including weekends / evenings as required.

Person specification

The post holder will:

- Contribute to achieving the mission of Sport Birmingham.
- Be an advocate for the marketing and communications function across the organisation.
- Participate in team meetings and other meetings as required.
- Monitor and evaluate campaigns and project work, provide written reports, and make recommendations.
- Represent Sport Birmingham at external events in a professional manner.

Educational & professional qualifications

- GCSE's (or equivalent) in English and Maths, grade A-C
- Degree/Diploma/CIM qualification in Marketing, Media, PR, Journalism or Sport or Business-related discipline (or working towards)

Knowledge

- Knowledge of marketing principles and brand management
- Knowledge of effective social media tools and techniques
- Knowledge of web design, development, and optimisation
- Market research tools

Experience

- At least 2 years' experience in communications, marketing role; to include digital and content marketing.
- Proficient in MS office tools- Word, Excel, and PowerPoint.
- Experience in updating and monitoring digital and social media platforms (including web-editing, analytics, and blogging).
- Experience of creating content, communications, and press releases for print and digital.
- Experience of using digital reporting tools e.g., Google analytics, Sprout social, Mailchimp, Social media analytics.
- Experience of designing posters, promotional materials, and impact summaries
- Experience of using insights to design and deliver targeted communications and marketing strategies to reach, engage and activate target audiences.
- Charity experience would be advantageous.
- Experience of using CRM systems desirable
- Experience of using design and editing tools e.g., Canva, Adobe in Design and premier pro



Person specification cont.

Skills and abilities

- Excellent communication skills with a high attention to detail
- Strong project management, prioritising, and organisational skills with the ability to work to tight deadlines.
- A positive can-do attitude and a proactive approach
- Work on own initiative with limited supervision
- Work flexible and creatively to respond to emerging needs.
- Strong decision-making skills.

Other

- A commitment to Equality, Diversity and Inclusion, particularly personal learning, and inclusive communications
- Willing to work flexible, including occasional evenings and weekends.
- Ability to travel around Birmingham and West Midlands region.
- An empathy and understanding of our mission.
- Full clean Driving license desirable.

We encourage applications from all backgrounds, communities, and industries, and are committed to having a team that is made up of diverse skills, experiences, and abilities. We are committed to equality and diversity within our workforce and all opportunities provided by Sport Birmingham.

If you'd like an informal discussion about the role, please email Tom McIntosh (Operations Director) on tom.mcintosh@sportbirmingham.org or phone 07774337388.

To apply, please email your CV and covering letter (maximum 1 – page A4) outlining your suitability for the role, along with the equal opportunities form to recruitment@sportbirmingham.org

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