

HEAD OF COMMUNICATIONS

Responsible To:	Finance Director
Responsible For:	Communications
Member Of:	Corporate Services
Type of Contract:	Full Time
Hours of Work:	Monday – Friday 9.00am to 5.00pm (with variance for evening and weekend as and when required, some weekend working is likely).
Holidays	25 Days
Location:	BF Head Office – Chiswick (although some working from home will be available) Some national travel may be required to fulfil the duties of the role
Last Updated:	28.04.2023
Salary:	£35,000 to £40,000 dependent on experience

1. POSITION OVERVIEW

The Head of Communications leads on ensuring all media and communications across the organisation are on brand, inclusive and accurate. The role includes supporting internal teams to produce high quality, varied communications plans that deliver key messages to a variety of stakeholders in a timely manner.

This includes website and digital communications, event media production and live streaming, asset management and audience development. The role also includes assisting colleagues in the commercial team to develop and promote products and offers, as well as the supervision of partner communications.

2. KEY RESPONSIBILITIES

2.1 GENERAL DUTIES

- Deliver BF's communications strategy and monitor its impact on new and existing audiences
- Devise and implement on brand, inclusive communications plans with teams across the organisation
- Manage GBR event communications and PR including activity around the Olympic and Paralympic Games
- Supervise ongoing projects and internal training on BF's digital platforms including the BF website
- Produce media coverage for major BF events, including live streaming to OTT platform(s) and the supervision of media accreditation
- Assist with budgeting for BF departments' communications requirements
- Collaborate with BF's Commercial Department to develop and track audience engagement through ad campaigns and website development for commercial products and offers
- Manage the communications content coordinator role and external providers' media projects and delivery
- Ensure that the 'voice' of British Fencing is appropriate and aligned with the values of British Fencing and supports the objectives of the organisation
- Support the editor of The Sword, BF's membership magazine, in producing engaging editions. This includes editor meetings, proofreading, image management and approval. This also includes managing the digital Sword magazine content
- Manage the development of the BF website with external providers including oversight of support tickets
- Support partner communications plans including projects eg. Muslim Girls Fence
- Consider BF's environmental policy in all media and communications
- Consider safeguarding in all media and communications
- Consider equality and diversity in all media and communications
- Devise and implement crisis communications plans when required
- Any other tasks that would be deemed suitable within this role as directed by the Head of Communications

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

3. PERSON SPECIFICATION/TECHNICAL COMPETENCIES

Qualifications/Experience

- Exceptional communication skills – both written and verbal
- Proven experience in leading communications team activity
- Ability to use camera and video equipment to a strong level
- Proven use of IT systems and high level of competency in the use of MS Office

Knowledge

- Strong understanding of digital communications and the ability to discuss development needs and website structure with external providers
- Knowledge of live streaming events and event media management
- Understanding of digital advertising strategy and processes
- Knowledge of PR and high profile event communications for example Olympic and Paralympic Games

Knowledge (Desirable)

An understanding of a National Governing Body of Sport

Understanding of Canto digital asset management

Experience of working with video editing software

Understanding of Smartsheet

Personal Attributes

- Solution and customer focused (internal and external)
- Can work independently and as part of a team
- Performance orientation, including the ability to achieve targets
- Commitment to responding and listening to team and stakeholder needs
- Positive approach to dealing with challenging issues
- Treats people with respect
- Protects confidential information
- Self-motivated
- Creative & innovative worker
- Focused on excellent quality of service
- Continually looks to improve
- Does what's right – not what's easy
- Has an inclusive approach

OTHER REQUIREMENTS

Essential

- Willingness to attend work away days on an occasional basis, this may include evening or weekend work.