

## Job Description

<b>Job title</b>	Communications Officer
<b>Reports to</b>	Head of Communications
<b>Grade</b>	3
<b>Directorate</b>	Strategy and Education
<b>Term</b>	Permanent

### Job purpose

The purpose of the role is to drive UK Anti-Doping's social media presence other digital presence and provide general support to the Communications team in promoting the work of UK Anti-Doping and supporting the wider objectives of the Strategic Plan 2018-2022. The post will increase awareness and understanding of anti-doping among key audiences, including the athletes and support personnel, stakeholder bodies, the media, and new wider public audiences. This role will have specific responsibility for UKAD's social media channels and the internal newsletters. The role will also play a key role in developing content to support UKAD's website, and make relevant updates to the 100% ME education app.

The main tasks include assisting in the development, implementation and evaluation of communications campaigns and leading on the social media and digital enhancement of the campaigns. This includes developing new and innovative content for the UKAD website as a key digital communication channel. The role will also support the Brand and Events Manager with events and merchandise.

### Job facts and figures

- Responsible for the management, development and motivation of the Education Programme Manager, Performance Sport Education Manager, Education Partnership Manager.

### Key result areas

#### Digital and Website Content (60%)

- Work with the Head of Communications to implement the communications plan as it relates to UKAD's digital content. This includes the day-to-day running of UKAD's social media channels, taking responsibility for proactively sourcing and distributing engaging digital content for UKAD's digital channels, including

the website, social media (Twitter, Facebook, Instagram, YouTube, LinkedIn), and newsletters.

- Evaluating the performance of UKAD’s digital content and use these findings to, shape future campaigns and identify new content opportunities.
- To regularly update and maintain accurate information on the UKAD intranet, website and apps.
- To take responsibility for the production of creative communication resources (including film and photography) and to better engage UKAD’s audiences.
- Working with the Communication Manager, act as the day-to-day contact for UKAD’s digital support agencies where relevant, to drive value and ensure delivery against the brief.

### **Brand and Events (10%)**

- Support of the Brand and Events Manager by developing communications plans to support all UKAD events including conferences, workshops, briefings, and outreach and other activities, as required.

### **Media Relations (20%)**

- Responsible for the media monitoring account, coordinating and disseminating media reports to staff and assisting with statistical media reports.
- Support the Communications Manager with website copy for news stories and feature articles.
- Assist in the management and development of the media database including logging media enquiries.
- Assist the Communications Manager with day-to-day media enquiries in the running of the Press Office.
- Be part of the out of hours on call media rota.

### **Internal Communications (10%)**

- Implement an internal communications plan to best engage UKAD staff in its business priorities including being responsible for producing a weekly staff newsletter, and bi-monthly UKAD workers newsletter. This plan should be informed by, and develop with, regular feedback from staff and stakeholders.
- Working with the HR team, help identify and support opportunities to promote UKAD as world leading employer.
- To assist with the all staff meetings “Doping Download”.
- To undertake any reasonable tasks in line with the position.

### **Key internal and external contacts**

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- UK Anti-Doping colleagues

- Media
- Service providers, including media monitoring agencies
- Communications staff in National Governing Bodies
- Partner organisations
- Contacts appropriate to projects and campaigns

## **Person specification**

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### **Qualifications/experience/knowledge**

- A Level or equivalent qualifications
- Relevant work experience
- Experience of managing a workload effectively to meet set deadlines
- Experience of writing in an engaging and informative style
- Experience of working as part of a team

### **Skills**

- Competent and proven writing and editing skills for a range of target audiences and channels
- Excellent interpersonal, negotiation and communications skills
- Knowledge of Microsoft Office (in particular Word, Excel and PowerPoint) and Microsoft Outlook
- Knowledge of social media channels in particular Twitter, Facebook and Instagram
- Knowledge of content management systems to update website content
- Ability to work with external partners and suppliers
- Ability to prioritise own workload in order to meet set deadlines
- Self-motivated and able to operate with minimal supervision
- Creative approach to work, with the ability to develop innovative solutions and use initiative in problem solving
- Strong team player with the ability to show understanding and sensitivity to others' views and objectives and to support other team members as required

## **Additional information**

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Working hours are 36 hours a week although flexibility is required to ensure core objectives are achieved. Some out-of-hours work, particularly weekend work, conference calls with International colleagues outside of core work hours, and occasional travel, will be required.

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