

Job Description

Job Title	Communications Manager
Reports to	Head of Communications
Grade	4
Directorate	Strategy and Education
Term	Permanent

Job Purpose

You will be an experienced multi-channel communications specialist, passionate about creating engaging content, and an expert in digital and traditional media. You will be confident communicator and tactical problem solver, who has skills to translate complex and technical information to a range of audiences.

You will sit in a pivotal role in the Communications team of a high-profile national organisation with plenty of opportunities, to show how you can make a difference and develop your skills and experience.

You will be a first-class media operator with a strong news sense and judgement, with experience operating in a complex environment, working resolutely to get coverage for your story. You will be a detailed planner, assertive in finding stories, and an expert relationship manager working closely with colleagues across the organisation to bring UKAD's work to new and existing audiences.

You will have a strong track record of communicating complicated subject matters using digital tools to convey understanding to audiences through owned and earned media. Your creativity will find new ways of creating impact and affecting change-working closely with the Head of Communications and Communications Officer.

The Communications Manager will have a proven history of working effectively with media and developing good working relations with journalists. You will be confident selling in stories on the phone or in person to.

You will be an experienced integrated communications campaigner. Planning and leading national campaigns, you can change behaviour and grow awareness and support UKAD's key strategic goals.

You have a sense of humour and a clear understanding of what working in a team means.

We catch those who cheat, we celebrate clean athletes, we influence decisions, and we build partnerships to tackle challenges in sport and wider society. You don't need to be 'from sport', but you need to care about why and how UKAD can make a difference in protecting sport.

Key Responsibility Areas

Telling UKAD's story

- Use your passion for unearthing a story to proactively pursue opportunities within UKAD, and in collaboration with our partners
- Use your strong news sense and understanding of current affairs to spot creative opportunities and new ways to promote UKAD's work, across a wide range of platforms including UKAD's digital channels
- Land coverage in targeted titles- including comment articles, blogs, features and reactive statements, both in sports and news titles
- Work with the Communications Officer to deliver multi-channel approaches to story-telling, including further development of UKAD's new website.

Campaigns

- With the Head of Communications, you will plan and manage UKAD's national communication campaigns to increase public awareness and engagement- including Clean Sport Week, Prohibited List, and issues based campaign activity (the societal impact of steroid use, for example).

Press Office

- Be a point of call for day-to-day media enquiries in the running of the Press Office including being part of the out of hours on call rota
- Support the Head of Communications during 'crisis communications' situations
- Develop and strengthen new and existing relationships with journalists from a wide range of media (sport, trade, health/medical and international) to achieve positive coverage for UKAD
- Monitor daily media coverage to highlight emerging stories and disseminate as required to senior management.
- Draft speeches, presentations, and articles as required for the Chair, Chief Executive and Directors team

Public Affairs

- Draft responses to Parliamentary questions as required

- Prepare ministerial briefings for UKAD senior staff

Planning

- Work with the Head of Communications to develop and implement a forward-looking communications plan with short- and long-term targets that supports the wider organisational objectives and strategy.
- Produce analysis and statistics and other reports on a regular basis that demonstrate the work of the Communications team
- Maintain a database of media contacts and log enquiries
- Sitting in the Strategy and Education Directorate, work alongside colleagues in the International and Stakeholder Relations, and Education teams on cross department initiatives such as annual conferences (Clean Sport Forum), or organisation wide projects (2021 World Anti-Doping Code roll-out)
- Support the Communications Officer as required with the production of internal newsletters and work with the Stakeholder Relations Manager as required with the production of the stakeholder newsletter
- Lead on the production and design of UKAD's corporate reports (Annual report, and ad-hoc project and strategy reports)

Key External Contacts

- Whitehall including the Department of Digital, Culture, Media and Sport as sponsoring department
- Other Government Arms Lengths Bodies
- Communications staff in Home Sports Councils and National Governing Bodies
- Journalists

Key Internal Contacts

- UK Anti-Doping Chair and Board
- Chief Executive
- Director of Strategy and Education
- Directors Team
- Education, Testing, Science, and Investigation teams

Person Specification

Qualifications/experience

- A bachelors' degree or equivalent experience in journalism, media relations, PR
- Relevant significant work experience ideally within a complex political environment within a communications function
- 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

- Experience of producing a range of high-quality communications materials for websites, publicity, newsletters and reports
- Experience and understanding of a range of social media channels including how to segment and target different audiences

Skills

- Competent and proven writing and editing skills for a range of target audiences and channels
- Capable of corporate report writing with experience of compiling organisation wide reports
- Excellent interpersonal, negotiation and communications skills
- Knowledge of Microsoft Office (in particular Word, Excel and PowerPoint) Microsoft Outlook
- Experience of working closely with design agencies to create animation and video projects
- Experience of video and photo editing (Adobe Photoshop/Premier Pro or similar)
- Experience of operating website CMS systems
- Ability to sell-in stories to journalists on the phone and in person
- 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

Working hours are 36 hours a week although flexibility is required in order to ensure core objectives are achieved. Occasional out-of-hours work, particularly responding to media enquiries, and some travel throughout the UK may 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.