

## JOB DESCRIPTION

<b>JOB TITLE</b>	Strategic Manager (Digital and Communications)
<b>SALARY</b>	£25,000-35,000
<b>REPORTS TO</b>	CEO
<b>DIRECT RESPONSIBILITY FOR</b>	Digital and Communications Lead
<b>BASED AT</b>	Volleyball England, SportPark, Loughborough University, 3 Oakwood Drive, Loughborough, Leicestershire, LE11 3QF

## JOB PURPOSE

As a member of Volleyball England's Senior Leadership Team (SLT), reporting to the Chief Executive, the Strategic Manager of Digital and Communications will work to bring to life all elements of our 10yr [Game Plan Strategy](#) through a highly engaging and effective communications plan as well as driving the organisation and sport forward through digital transformation.

## KEY RESPONSIBILITIES

### Content and Communications

- Deliver and develop Volleyball England's communications strategy to help bring Volleyball in England at all levels to life. A major focus of this work is to boost the effectiveness and reach of Volleyball England's influence.
- Plan, publish, manage, and review the website and social media channels (existing & new), thinking about audience, key messages, and how best to tailor content.
- Oversee the creation of attention-grabbing content such as graphics and videos for a range of audiences and purposes.
- Assist with the creation of content for Volleyball England's website, ensuring page content remains fresh and up to date.
- Plan and execute strategic campaigns to grow audiences and raise awareness of the good work being undertaken across the sport.
- Create communications guidance documents, support resources and development opportunities for staff, Regions, Counties, Clubs, and partners.
- Oversee and develop our live streaming capability at major Volleyball England competitions and events.
- Contribute ideas and experiment with new tools and tactics to boost the effectiveness and reach of our digital influence.
- Oversee the production of all Volleyball England in-house and supported publications and to advise on their brand and style.

## Digital

- Lead and manage Volleyball England's major digital transformation projects and assets. The current focus is a major project to integrate our membership and competitions management modules into one system.
- To seek out and suggest innovative approaches to boost the sports approach to digital thus reducing inefficiencies and increasing effectiveness across all levels of the sport.

## Senior Leadership

- To ensure that our customers are at the heart of everything we do, influencing every decision we make and the way we conduct ourselves.
- To act decisively and transparently, having listened to our customers and stakeholders and having made best use of the evidence and insights available.
- To embrace a culture of continuous improvement, constructively challenging the status quo at all times.
- To incorporate new ideas and technology into everything we do.
- To operate on a commercially sustainable basis, delivering financially viable products and services

## PERSONAL PROFILE

Essential	Desirable
1. A minimum 5 years' experience working within communications and/or media roles for a sporting organisation or similar field	1. Experience of volleyball and understanding of the current landscape in England.
2. Proven experience of working in a communications environment and the ability to demonstrate knowledge of a broad range of communications activities – external media, PR, digital media, publications, social media, and events communications	2. Adaptable approach and good problem-solving skills with the ability to remain calm under pressure and respond sensibly to the unexpected
3. Proven experience of leading, managing, and motivating teams	3. A degree in a relevant subject
4. Experience of building and delivering communications strategies	4. A genuine interest in sport and the promotional opportunities it presents
5. Knowledge of digital communications tools and social media for the purposes of integrated communication campaigns	5. knowledge of Adobe Photoshop or other relevant photo-editing software
6. Experience of successfully using CRM systems, web content management systems, email, broadcast tools and social media platforms	
7. Able to research and generate high quality content assets to tight deadlines and across a variety of different media.	
8. Outstanding writing skills, with ability to adapt writing style for a range of different channels and audiences	
9. Excellent organisational skills and ability to manage competing priorities and deadlines, working calmly under pressure	

10. A sensitivity to the communications needs of members, partners and stakeholders and the requirements to fulfil governance and contractual obligations.	
11. Be prepared to work outside normal core hours at weekends or evenings, attendance at events and meetings away from the office	

Volleyball England offers a competitive benefit package that includes:

- Stakeholder pension scheme with an employer pension contribution of 3%.
- 22 days of Annual Leave, with an additional 8 bank holidays and 2.5 additional privilege days.
- Cycle to Work Scheme.
- Discounted on-site gym membership.

Volleyball England has an equity policy and is committed to equal opportunities. The equity policy can be found on [www.volleyballengland.org](http://www.volleyballengland.org).

Volleyball England is committed to best practice in the care of children and as such this post may be subject to a Disclosure and Barring Service (DBS) check. The child protection policy can be found on [www.volleyballengland.org](http://www.volleyballengland.org).

This job description is not 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 company.

To apply for this role, please send your CV and a covering letter along with our equal opportunities monitoring questionnaire to [jobs@volleyballengland.org](mailto:jobs@volleyballengland.org). Applications close at 5pm on 10<sup>th</sup> March 2023.  
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