JOB ADVERTISEMENT

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>Content and Communications Coordinator</th>
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<tr>
<td>REFERENCE</td>
<td>VBE1720</td>
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<tr>
<td>REPORTS TO</td>
<td>Chief Executive Officer</td>
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<tr>
<td>DIRECT RESPONSIBILITY FOR</td>
<td>All communications activities</td>
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<td>BASED AT</td>
<td>Volleyball England, SportPark, Loughborough University, 3 Oakwood Drive, Leicestershire, LE11 3QF</td>
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<tr>
<td>SALARY</td>
<td>£25,000-£35,000</td>
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<td>CONTRACT TYPE</td>
<td>Full time</td>
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VOLLEYBALL ENGLAND CONTENT AND COMMUNICATIONS COORDINATOR

Job Description


Volleyball England is working hard to modernise the business, making it less reliant on grant funding. The main role of the organisation is to support the club infrastructure across the country. This includes developing and maintaining our network of clubs, coaches and referees, volunteers and players of all standards.

Volleyball England is currently looking to appoint a Content and Communications Coordinator to support the development and delivery of the organisation’s strategic objectives.

Volleyball England is fully committed to the principles of equality of opportunity and is responsible for ensuring that no applicants, staff, volunteers, or participants are unlawfully discriminated against on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation (together the “Protected Characteristics”). Volleyball England welcomes applications from all sections of society.

Role Overview:

Reporting to the Chief Executive Office, the Content and Communications Coordinator will:

Communications and stakeholder engagement

- Plan and implement Volleyball England’s communication strategy, in support of the organisation’s strategic priorities.
- Be responsible for the end-to-end operational delivery of this strategy; generating, distributing and measuring the impact of content within the communications plan.
- Utilise high level written and verbal communication skills to communicate news and information, build relationships and influence colleagues, contacts and other stakeholders.
Help to improve Volleyball England’s relationship with its core market (clubs, players, officials, volunteers etc.), articulating the value the organisation brings and acting as a valuable source of information-sharing across the community.

Engage effectively with other important stakeholder groups – such as commercial partners, governing bodies, education establishments and the media – to raise the profile of both Volleyball England and volleyball more generally.

Content generation and distribution

- Be responsible for creating high quality, engaging content assets for use across the organisation, ranging from membership communications and publications through to website collateral and social media activity.
- Create and maintain an editorial calendar, allowing assets to be created in timely fashion in support of major marketing campaigns, competitions and events.
- Oversee and advise on the effective use of all of Volleyball England’s communication channels (website, social, print and email), staying abreast of current best practice and using social media as part of the day-to-day engagement with core audiences.
- Be responsible for Volleyball England communicating in a single, consistent tone of voice and demonstrating its brand values through its content.
- Demonstrate a commitment to putting Volleyball England’s customers (members) at the heart of all content generation.
- Measure the impact of all content and communications activity, establishing the return on investment and amending the approach, if necessary.
- Deliver consistency across all non-core communication activity by coaching and mentoring other Volleyball England staff in how to produce suitable content themselves.

How to apply

A downloadable application form is available from the Volleyball England website www.volleyballengland.org. Applications must be submitted using the Volleyball England application form – other formats will not be accepted.

Please send the completed application form to jobs@volleyballengland.org

Closing date: Wednesday 6th November 2019
Interview date: Friday 15th November 2019