

JOB DESCRIPTION

Communications Assistant



ENGLAND
HOCKEY

Job Title:	Communications Assistant
Location:	Bisham Abbey National Sports Centre
Salary:	17-21k (dependent on experience)
Hours:	35 per week (inc flexible hours)
Responsible to:	Communications Manager

ENGLAND HOCKEY BACKGROUND

England Hockey is the National Governing Body for the sport of Hockey. It is responsible for the management and development of the sport from grass roots to elite activities.

Having won bids to host the EuroHockey Championships 2015, and other major events every year for the next four years culminating in the Women's Hockey World Cup in 2018, it is an exciting time for the sport with the potential for the public and playing audience to grow significantly. England Hockey's communications team is currently increasing its output, engaging better with club players, growing its databases and significantly expanding its social media following. There is a thriving hockey community consuming England Hockey's content.

England Hockey's vision is to become a 'Nation where Hockey matters' through "providing inspirational leadership for all to fulfil their potential". The current focus for the organisation is delivery of its five objectives within a 2013 -2017 strategic plan:

- **Growth in participation** - Increase the number of people participating in hockey
- **International success** - Continue to raise the performance bar of athlete and coach development and create positive role models for the sport
- **Increased visibility** - Deliver high profile domestic and international events that attract increased spectator numbers, TV coverage, and sponsorship
- **Enhanced infrastructure** - Enhance the playing experience by improving facilities, coaching and officiating
- **A strong and respected NGB** - Continue to maintain high governance standards

ROLE SUMMARY

The Communications Strategy is central to the England Hockey achieving its objectives. This encompasses a calendar of engaging and creative content, regarding both domestic and international hockey.

The Communications Assistant's role is to conceive, produce and deliver content across all England Hockey's communication channels. This content must support the businesses' objectives, deliver England Hockey's brand strategy and help build relationships with our customers. Fitting into an annual communications plan, it must be of a high quality, relevant to the audience and timely.

KEY TASKS AND RESPONSIBILITIES

- Deliver engaging content to amplify England Hockey activities across all available communications channels
- Offer communications and content production support to other departments to enable them to effectively communicate their messages
- Create and upload content for England Hockey's website, ensuring all web content is up-to-date, and providing website support across all departments
- Provide a creative influence that results in varied and inspirational content, generating interaction and also an insight into the game for participants which other organisations cannot provide
- Ensure participants, deliverers and followers of hockey receive consistent, relevant communication across all channels
- Support the Communications Team with international match reporting at major events
- Produce regular HTML newsletters targeting different audience groups
- Produce social and digital media content, particularly at major events and around league hockey, to amplify England Hockey's messages
- Assist with the production of member communications
- Assist in the production of customer insight generators such as surveys to help understand our audience better
- Work with the communications team on content production for other communications such as Hockey magazine and event programmes
- Support marketing activity to drive sales of England Hockey's products and services
- Support the communications element of other areas of the business, for example the Development team's participation initiatives such as Back To Hockey and Rush Hockey and internal marketing
- Any other reasonable management request

This job description is not intended to be regarded as inclusive or exhaustive and will be amended in the light of the changing needs of the organisation. All staff will be expected to work at our major events.

This position will be required to manage communications around hockey events occurring at weekends either by attending in person or through digital and social media.

PERSON SPECIFICATION

The Communications Assistant must be enthusiastic, ambitious and passionate about communicating our sport to the playing and non-playing public. An interest in hockey would be very useful for this role.

The Communications Assistant must demonstrate the England Hockey Brand Personality through their behaviours:

- Ambition
- Focus
- Inspiration
- Integrity

Qualifications and Experience

- Educated to Graduate level or similar, or relevant experience
- Demonstrable experience in a communications role

- Significant experience of websites, Content Management Systems (CMS) and on-line communications
- A good understanding of email marketing tools and newsletter creation
- Social media savvy, with an understanding of the latest social media developments
- Experience of using design programmes such as Photoshop
- Creativity in producing fresh ideas that will engage existing and new customers
- Able to provide examples of making a positive impact on communications output
- A strong interest in and a good understanding of hockey would be desirable

Skills and Abilities

- Proficient in the use of IT systems, including Microsoft Office
- High levels of literacy with proven creative writing skills
- Excellent attention to detail including proof reading
- Excellent organisational and time management skills with the ability to work under pressure, balancing multiple tasks on deadlines
- Clear and accurate written and verbal communication skills
- Efficient and productive when producing editorial content
- Performance driven and customer focused
- Willingness to develop skills through continuing professional development
- A team player, able to work with and support a variety of internal teams
- Preparedness to work unsocial hours and travel domestically
- Full UK Driving Licence

To Apply:	<p>Please apply by completing and returning both the England Hockey application form and the Equality Monitoring form to Michele.Townsend@englandhockey.co.uk or via post to:</p> <p>Michele Townsend, HR Manager, England Hockey, Bisham Abbey National Sports Centre, Marlow, Buckinghamshire, SL7 1RR.</p> <p>The application form and Equality Monitoring form can be downloaded from the jobs section on our web site www.englandhockey.co.uk.</p>
Closing Date:	Wednesday 28th May 2014
Interview Date:	Tuesday 3rd June 2014 / Thursday 5th June 2014