



# ENGLAND HOCKEY

## Job Description Communications and Website Lead – EuroHockey 2027

<b>Job Title:</b>	Communications and Website Lead, Euro 2027
<b>Location:</b>	Hybrid but some travel to Bisham Abbey will be required
<b>Salary:</b>	Circa £28,000 (dependent on experience)
<b>Contract:</b>	FTC September 2027
<b>Responsible to:</b>	Communications & Media Manager

### BACKGROUND

England Hockey's mission is to share the love of hockey and work together to make hockey more visible, relevant and accessible to all.

The current focus for the organisation is delivery of its five objectives within the 2023-2028 strategic plan which can be found [here](#).

### EUROHOCKEY CHAMPIONSHIPS 2027 BACKGROUND

England has been awarded the hosting rights for the prestigious EuroHockey Championships 2027, This major European event, sanctioned by EuroHockey, will see the finest hockey talent from Europe compete in an unforgettable tournament in Summer 2027.

Lee Valley Hockey and Tennis Centre, located in the iconic Queen Elizabeth Olympic Park, whose purpose-built facilities are designed to meet the highest international standards, will host the group games, quarter finals for the 2027 event.

The semi-finals and finals of the Championships will see the return of Big Stadium Hockey, a pioneering concept transforming sporting stadiums into world-class hockey venues. This innovative approach offers the unique opportunity to bring hockey to larger audiences, with up to 15,000 fans planned for each of the semi-finals and final.

### NATURE AND SCOPE

England Hockey is on a journey to transform its commercial and business operations to make sure we continue to grow our game with strong foundations and appeal to our existing as well as our future members and audiences.

Audience engagement, strong communications and creative content is a key part of this strategy in engaging with our members and audiences, raising the profile of the game, and increasing commercial interest in the Sport.



The Communications and Website Lead will be a key player in the marketing, communications and commercial department and will be vital in leading, shaping and optimising content that is increasingly targeted and relevant to our key audiences.

The successful candidate will lead on all major digital communications delivery including overseeing the development and management of the EuroHockey Championships 2027 microsite, leading on all content for the main England Hockey and Great Britain Hockey websites and microsites, and writing blogs, news and more, helping us to be more effective in our reach and engagement through the delivery of excellent, user-centric digital content.

The role will lead and develop the England Hockey digital content strategy and ensure excellent customer experience journeys across multiple platforms. You will co-ordinate, create and deliver high-quality content through data driven insights and best practice, helping to transform our organisation and our engagement with key audiences.

We work in a collaborative environment with different teams, so it's important that you can communicate results and best practice effectively, as well as be flexible enough to take on ideas and projects from other key stakeholders across England Hockey.

## **KEY TASKS AND RESPONSIBILITIES**

- Oversee the development of and manage the EuroHockey Championships 2027 website ensuring excellent user experience and ticketing journeys
- Work closely across the business to create content suitable for the EuroHockey Championships 2027 website
- Understand the user journey and when to expand the EuroHockey Championship 2027 site to meet the developing user journey
- Write a wide range of content including long-form editorial (blogs, articles, reports, brand copy (advertising, webpages, emails) and short-form social media content, keeping marketing messages consistent and in-line with company voice
- Develop and manage the overall customer experience when navigating through the England Hockey and Great Britain Hockey websites
- Communicate with agencies and the development team to fix any problems and implement new ideas
- Monitor, track, analyse and report on performance on the websites using tools such as Google Analytics and insights
- Use audience voices to enhance our content, communications and campaigns. Prioritise user-generated-content and create opportunities for digital storytelling in collaboration with key audiences, experiment with new formats, keeping on top of innovations in order to create content
- Collaborate with teams across the organisation to ensure consistency and alignment of content and messaging across the websites and assets.
- Research and evaluate the latest trends and techniques to find new and better ways of measuring digital content activity
- Support with match coverage when required

## **PERSON SPECIFICATION**

We are a values-based organisation with a strong ethos to work with integrity and nurture an environment of inclusion. We are looking for enthusiastic, inspirational, and highly skilled individuals who demonstrate through their behaviour the values of England Hockey:

- Collaborate inclusively
- Care for people and places
- Play with spirit, win with grace
- Resilient in everything we do



## Qualifications and Experience

- Relevant experience working within digital content for a sport NGB or similar field
- Experience of building new websites and uploading content through the Content Management System (CMS)
- Excellent understanding of CMS and experience of building a variety of pages
- Demonstrably astute judgement of content, audience behaviours and channels (in developing targeted, high-performing content programmes delivering ROI)
- Experience and knowledge of, best practice digital content design, SEO, UX and device use trends
- Experience of MS editing and web content generation
- Strong knowledge of frequently used digital platforms including but not limited to: YouTube, Facebook/Instagram, Tik Tok, Snap Chat, Twitter
- Demonstrable experience leading and managing SEO/SEM, email, social media, and PPC campaigns
- Demonstrable competency using: - Analytics tools e.g., Google Analytics, Adobe Analytics, SEO research tools, social media optimisation tools e.g. Sprout, and Project management tools e.g. Asana, Microsoft Teams
- An excellent understanding of the full creative process - briefing, planning, developing, execution and evaluation
- A good understanding of data and digital technology, and how it can be used to drive performance and decision-making
- Experience working with Kentico, CMS, CRM and e-marketing systems desirable

## Skills and Abilities

- Excellent writing, communication and editing skills and very keen attention to detail
- Impeccable organisation and planning skills
- The ability to prioritise and keep projects moving to ensure deadlines are met
- Ability to build positive and collaborative relationships with diverse stakeholders at all levels
- Resilience in overcoming challenges and the ability to anticipate problems and find solutions
- Strong customer service skills with a propensity to look for opportunities to enhance the customer experience.
- Excellent IT skills - comfortable with Outlook, MS Teams, PowerPoint, Word, Excel.
- A team player with a pro-active and 'can-do' attitude
- A passion for sport; ideally hockey
- A willingness and ability to work unsociable hours

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 employees will be expected to support our major events.

To Apply:	Please submit your CV (maximum 2 pages) with a one page covering letter by email to the Head of People: <a href="mailto:careers@englandhockey.co.uk">careers@englandhockey.co.uk</a> clearly identifying how your skills and experience are relevant to the requirements outlined in the job description.  England Hockey is committed to opportunities for all, please complete the equality monitoring form, which is separate to your application: <a href="https://www.surveymonkey.co.uk/r/EDIMon">https://www.surveymonkey.co.uk/r/EDIMon</a>
<b>Closing Date:</b>	Monday 29 September 2025
<b>Interview Date:</b>	Friday 3rd October and Monday 6 <sup>th</sup> October