



# Job Description

## Olympic Engagement Lead

<b>Job Title:</b>	Olympic Engagement Lead
<b>Location:</b>	Hybrid - Bisham Abbey National Sports Centre, Buckinghamshire
<b>Salary:</b>	£28,000 (pro-rata for the term of the contract and dependent on experience)
<b>Contract:</b>	Fixed Term (11 months)
<b>Responsible to:</b>	Communications and 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 5 objectives within the 2023-2028 strategic plan which can be found [here](#).

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

- Have a **membership** comprising clubs (750+), counties (42), and Areas (8) that affiliate to it. Approximately 160,000 individuals play in the club system, with an estimated 20,000 playing at university/colleges. C.900,000 children play at school. More than 15,000 coaches, umpires and officials are supported / developed.
- Have an **income/expenditure** of average £9m p.a. The Chief Executive is directly responsible for the operational budget but the Board, chaired by the Non-Executive Chair, approves the annual plan and budget.
- **Employ** 78 staff, and contract with approximately 50 part time consultants mostly in the performance and coaching area. Circa 50 volunteers work at national level to run the sport, with thousands more running the great bulk of grass roots hockey.
- **Are currently the 'nominated country' on behalf of Great Britain Hockey** to qualify and prepare the Great Britain squads for the Olympics. The England Hockey Chief Executive, Performance Director and Head Coaches represent Great Britain as well as England Hockey. There is a Great Britain President to chair the Great Britain board which meets three times a year.



## **NATURE AND SCOPE**

An Olympic year offers the biggest opportunities for sport than any other year of the cycle and England Hockey is passionate about maximising exposure and engagement with its community throughout 2024.

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

The Olympic Engagement Lead will support the team to deliver our communications strategy and ensure all areas of the sport benefit from the Olympic Games.

## **KEY TASKS AND RESPONSIBILITIES**

- Project manage and deliver creative, exciting, and effective Olympic focused communications plans and campaigns to deliver across all England Hockey's organisation objectives, working closely with content and marketing team colleagues
- Have a working understanding of the media and how to build positive and collaborative relationships with them, with proven experience of driving and selling in coverage through selling in and press releases
- Lead on generating coverage and exposure, in the build-up and during the Paris 2024 Olympic Games
- Work cross departmentally to ensure that all audiences are engaged with appropriately
- Sit on the Olympic Games activation working group and ensure that communications are effective across multi-platforms and to multiple audiences
- Deputise for the Communications and Media Manager when needed including during the Paris 2024 Olympic Games
- Experience in conducting interviews, and experience and ability in creating and delivering content through a range of owned communications channels such as websites, social media channels, email broadcast tools
- Use our content management system to maintain and publish content on our websites, ensuring that it is user-focussed, accessible and in-line with our tone of voice
- Proactively ensure website copy is current and accurate and manage the web updating process by supporting our network of website editors to deliver clear messages and engaging content
- Working closely with others across the department, use our CRM platform to build, review and manage our email campaigns.
- Produce and present results as required and use findings to inform recommendations and best practice
- Research, and gather feedback from our key audiences so we understand their needs and behaviours
- Develop expert evidence-based knowledge and understanding of our audiences and apply this to our content, especially around issues that may be challenging or sensitive

## **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

- Educated to degree level or equivalent industry experience.
- Strong experience of the full creative process - briefing, planning, developing, execution, and evaluation.
- A proven track record of researching and analysing audience communications needs and implementing effective engagement strategies.
- Previous experience working within communications roles for a sport National Governing Body or similar field
- Excellent IT knowledge - comfortable with Outlook, MS Teams, PowerPoint, Word, Excel.
- Experience working with Kentico, CMS, CRM and e-marketing systems desirable.

### Skills and Abilities

- Exceptional written and verbal communication skills.
- Creative and engaging copywriting skills.
- A keen eye for detail, accurate, careful and meticulous in execution.
- Impeccable organisation skills and the ability to manage competing priorities, keep projects moving and ensure deadlines are met.
- Knowledge of the Olympic Games and its stakeholders is desirable
- Able to build positive and collaborative relationships with diverse stakeholders and people at all levels.
- Resilience in overcoming challenges and ability to anticipate problems and provide solutions.
- Ability to develop and deliver risk management and crisis communications.

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: <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 and highlighting the unique qualities you will bring to the role.  We would be pleased if you could also complete the Equality Monitoring Form – please use the following link: <a href="https://www.surveymonkey.co.uk/r/EDIMon">https://www.surveymonkey.co.uk/r/EDIMon</a>
<b>Closing Date:</b>	Friday 16 February 2024 at 5.00pm
<b>Interview Date:</b>	W/C 26 February