



Strategic Lead for Communications

**Recruitment
pack**

August
2023

Strategic Lead for Communications



Are you a communications expert who has the ability to lead with immediate impact?

We are looking for an experienced and talented individual to drive the development and implementation of our Active Partnership National Organisation internal and external communications.

We require immediate capacity, so a September start is an essential requirement.

£45,000 pro rata, based on a 37.5 hour week

30 hours | Fixed term Contract (Sept 23 – Mar 24) | 30 days holiday + bank holidays (pro rata)
Home based with occasional travel

We are about **transforming lives** through sport and physical activity.
Our vision is to make active lifestyles the norm for everyone.

Who are Active Partnerships?

The Active Partnerships have sat at the heart of England's need to create the conditions for an active nation for over twenty years.

A network of 43 [Active Partnerships](#) who are locally-led, non-profit, strategic organisations, have become a significant part of the sport and physical activity landscape across all parts of England.

Putting inequalities at the heart of their work, they are helping ensure that everyone can unlock the advantages of an active life. As a valued partner of Sport England, we are a central feature of its [Uniting the Movement strategy](#). Activity across the network is exciting and varied; examples:

- [our commitment to racial equality](#)
- [working with local groups supporting communities facing the greatest barriers to being active,](#)
- [using physical activity to improve the wellbeing of vulnerable young people.](#)

The Active Partnerships National Organisation is the national charity of the Active Partnerships network.

As a membership organisation we connect, strengthen and enable our network, and beyond, by influencing and shaping national and local place approaches to physical activity and sport as a driver for social change.

We're a small team with bold ambitions because we know the challenge is big.

As Strategic Lead for Communications you will report to the Chief Executive Officer and will help our vision to become a reality by leading on communications including developing strategy and driving progress across key projects.

About the Strategic Lead for Communications role

The Strategic Lead for Communications will be at the heart of a small and collaborative team. This individual joins us at an exciting time and will play a key role in overseeing national communications plans and projects and leading communications within our network of Active Partnerships and externally.

We are embarking on several exciting new projects in the coming months. Communications is a huge part of what we do but we are under-resourced currently. With this in mind, we are looking for short-term capacity to strengthen our connections and as the spotlight on Active Partnerships grows, strategically lead our future direction of travel around communications.

You will need to be a 'hands-on' leader who is very confident with all on- and off-line communication channels, have significant experience of managing a professional brand and be able to demonstrate a strong track record of delivering results in terms of visibility and impact.

We would like someone who understands our network and wants to fully immerse themselves in the work and the importance of it.

This is a part time, flexible, working from home role with some expected travel from time to time. We are currently able to offer the role as a fixed term contract Sept 23 – Mar 24.

The team are located across the country so work remotely but work hard to be well connected through online and face to face meetings. We also convene and work with colleagues across the different Active Partnerships teams using a hybrid approach.

We work in a flexible manner and trust colleagues to choose a working pattern that meets the needs of the role and the individual.

By joining the Active Partnerships National Organisation, you'll become part of a group of people who believe that physical activity and sport can change people lives for the better. We are building a culture where diversity is valued, and we can all be ourselves. We still have work to do but are strongly committed to inclusive practices which demonstrate fairness, equality and anti-racism in everything we do.

To apply

To express an interest please send an up-to-date CV and covering letter (max 2 pages) outlining why you are interested and what you would bring to the role to recruitment@activepartnerships.org by 5pm on Wednesday 30th August.

If you would like an informal discussion about the role please contact CEO Andy Taylor on ataylor@activepartnerships.org.

Job description: Strategic Lead for Communications

Location: Home based with occasional travel

Salary: £45,000 pro rata

Hours: 30 hours per week

Contract: Fixed term contract Sept 23-Mar 24

Purpose: Strategic and hands on communications capacity from September 2023-March 2024, providing leadership and energy for effective communications across multiple projects.

Responsibilities

Strategic Leadership

1. Development and oversight of a marketing and communications plan.
2. Oversee the areas of internal communications, media and external affairs, and online and editorial content.
3. Lead on the development of proactive and reactive communications, externally and through our network.
4. Create structures to gain position statements from the network and partners.
5. Work with the national team to ensure that there is clarity across the network of any national asks and provide advice and insight to the executive and chair.
6. Oversee the development of a new website.
7. Oversee any themes of work that have communication capacity and responsibility (eg, significant projects and programmes).

Development Support

1. Support the team with other marketing and communications activity as they arise.
2. Line manage communications officers where required, working across significant projects and programmes.

Essential skills that the role requires:

1. Ability to digest complex information and create coherent communications aligned with our organisation strategy.
2. Ability to work at speed and respond to changing context and environments and be comfortable with senior officials across national agencies and Government as things arise.
3. Willing to challenge how we do things and identify and develop improvements around our communications approach, underpinned by clear and ambitious strategic plans.