



JOB DESCRIPTION

JOB TITLE	Digital and Communications Lead
REFERENCE No.	TGP1007
REPORTS TO	Strategic Manager (Digital and Communications)
BASED AT	Volleyball England, SportPark, Loughborough University, 3 Oakwood Drive, Loughborough, Leicestershire, LE11 3QF

JOB PURPOSE

To play a leading role in managing Volleyball England's digital presence by overseeing social media channels and newsletters and editing and publishing website content.

This person will have creative flair and be adept at creating content assets that educate, excite, and inspire new and existing participants to get involved. This could be an Instagram reel, social media graphic or a report on a domestic or international competition.

The Digital and Communications Lead will work with the Strategic Manager (Digital and Communications) to plan and produce a year-long editorial calendar that helps Volleyball England to achieve its strategic priorities as set out in The Game Plan, namely: better support for clubs, improved products and services, and volleyball pathways. They will also collaborate with other members of staff and volunteers on communications campaigns, set up live streaming at volleyball competitions, and work on digital transformation projects where required.

KEY RESPONSIBILITIES

Content and Communications

- In conjunction with the Strategic Manager (Digital and Communications), implement Volleyball England's communications framework to help bring our strategy to life. A major focus of this work is to boost the effectiveness and reach of Volleyball England's influence.
- Plan, publish, manage, and review social media channels, thinking about audience, key messages, and how best to tailor content.
- To lead on the production of Volleyball England's newsletters for volleyball clubs, fans, coaches, and referees. This includes our monthly volleyball fan newsletter Time Out, monthly bulletin for clubs, and triannual newsletters for referees and coaches.
- Create attention-grabbing content such as graphics and videos for a range of audiences and purposes.
- Assist with the creation of content for and ongoing review of Volleyball England's website.
- Assist the Strategic Manager and other colleagues on key communications campaigns.
- Provide communications advice and support for other members of staff.
- Set up live streaming at major Volleyball England competitions and events.
- Update the website with new job and events listings.



- Contribute ideas and experiment with new tools and tactics to boost the effectiveness and reach of our digital influence.
- Cover for the Strategic Manager (Digital and Communications) during periods of absence.

Digital.

- To support the Strategic Manager (Digital and Communications) with the management of digital transformation projects.
- Be the go-to contact for website queries and troubleshooting in the absence of the Strategic Manager (Digital and Communications).

Any other administrative and support duties as directed by the Strategic Manager (Digital and Communications) or Chief Executive.

Application of the guiding principles

- To ensure that our customers are at the heart of everything we do, influencing every decision we make and the way we conduct ourselves.
- To act decisively and transparently, having listened to our customers and stakeholders and having made best use of the evidence and insights available.
- To embrace a culture of continuous improvement, constructively challenging the status quo at all times.
- To incorporate new ideas and technology into everything we do.
- To operate on a commercially sustainable basis, delivering financially viable products and services

PERSONAL PROFILE

Essential	Desirable
Relevant experience in communications / journalism / social media / content generation.	A degree in a relevant subject
Excellent written and verbal communication skills.	Experience of volleyball and understanding of the current landscape in England.
Experience using the Adobe Creative Suite, especially Photoshop, to create eye-catching content.	A genuine interest in sport and the promotional opportunities it presents
Ability to work on one’s own initiative and co-operatively with colleagues under limited supervision.	Adaptable approach and good problem-solving skills with the ability to remain calm under pressure and respond sensibly to the unexpected
Able to research and generate high quality content assets to tight deadlines and across a variety of different media.	Experience working in the sport and physical activity sector.
Understanding of current and emerging social media trends.	
Systematic in approach to tasks with efficient time management and multitasking skills.	
A sensitivity to the communications needs of members, partners and stakeholders and the requirements to fulfil governance and contractual obligations.	
The nature of the post is such that it will involve attendance outside normal core hours at weekends or evenings, attendance at events and meetings away from the office	



CONTRACTUAL DETAILS

JOB TITLE	Digital and Communications Lead
SALARY	£20,000 - £25,000
TENURE	Permanent
ANNUAL PAID HOLIDAY	22 days (pro-rata for part time workers) per year, increasing to 25 days (pro-rata for part time workers) in the second (and subsequent) years of service. 8 Bank/Public Holidays 2 ¹ / ₂ Privilege Days
HOURS	37.5 Hours Per Week
NOTICE PERIOD	4 weeks

There is a contributory pension scheme.

A no-smoking policy is operational in the National Office and VE vehicles.

A cycle to work scheme is available to Volleyball England employees.

Volleyball England has an equity policy and is committed to equal opportunities. The equity policy can be found on www.volleyballengland.org.

Volleyball England is committed to best practice in the care of children and as such this post may be subject to a Disclosure and Barring Service (DBS) check. The child protection policy can be found on www.volleyballengland.org.

This job description is not exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the company.