**Media and Communications Officer**

## Overall Objectives

1. To lead all aspects of Level Playing Field’s Media and Communications work.
2. To lead on the development of marketing materials and editorial content of Level Playing Field’s website and social media platforms.
3. Lead on the press and public relations profile of the organisation.

**Specific Responsibilities**

1. **With support from the wider Level Playing Field team develop and manage a social media strategy which amplifies Level Playing Field’s profile.**
2. **To manage and deliver Level Playing Field ’s campaigns, working with staff to deliver a structured and engaging campaign that drives a key message of access and inclusion.**
3. Delivery of ‘Awareness Day’s’ content calendar – ensuring there is sufficient awareness and content for each event (e.g. Disability History Month, World Autism Acceptance Week, etc).
4. To build and nurture Level Playing Field online profiles with channel-specific  
   content. Including developing a stronger Instagram presence and building a new Level Playing Field TikTok account whilst also ensuring the Level Playing Field website is up-to-date.
5. **To review and regularly update Level Playing Field’s website ensuring content is of the highest standard.**
6. **To provide monthly analytic reports of social media and website usage that** identifies trends**.**
7. **Create effective press releases, news stories, and other content for key Level Playing Field updates and news stories.**
8. **To manage existing and develop new media contacts.**
9. **To oversee the development and design of Level Playing Field ’s annual impact report.**
10. **To manage and oversee all functions of the membership programme which includes communication through Newsletters and other channels and recruitment.**
11. **To oversee and manage Level Playing Field’s ambassadors programme recruiting suitable candidates and managing their involvement with empowering activities.**

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| **Person Specification** | | |
|  | **Essential** | **Desirable** |
| **Skills and Knowledge** | * Computer literate (all Microsoft functions). * Excellent briefing and report writing skills. * Ability to create impactful news stories. * Ability to conduct interviews. * Detailed understanding of all major social media platforms (Twitter, YouTube, TikTok, Facebook and Instagram). * Knowledge of data protection and key legislation. | * Ability to edit videos and Images. * Experience of using CRM. * Understanding of how to create accessible media. * Data analysis of key analytics. |
| **Experience** | * Managing & supporting stakeholders. * Leading communications across an organisation. * Project management. * Drafting briefing reports. * Developing a communications strategy (online and offline). * Working towards KPIs. | * Previous experience of working in the equality or sporting sector. * Experience of public speaking * Creating marketing and campaign videos. * Understanding of the social model of disability. * Managing relationships with contractors/suppliers. |
| **Personal Qualities** | * Working under own initiative to achieve goals. * Effective time management. * Team player. * Interest in the sports sector. * Good understanding of the football landscape. * Passionate about inclusion and advocating for underrepresented groups. | * Disability Awareness. * Understanding of other sports. * Willingness to guide and support others’ development with media and communications. * Displays integrity, strength of character and an ability to influence others. |