**Application Pack: Digital and Communications Lead**

Thank you for requesting an application pack for the position of Digital and Communications Lead at Goalball U.K.

This application pack contains the following documents:

* About Goalball U.K. and the context of the role
* Job description
* Person specification
* Next steps and important dates
* Application form
* Equality and diversity monitoring form

Before making an application if you would like an informal conversation about the role please contact Mark Winder, Chief Executive Officer on mark@goalballuk.com to arrange a convenient time.

Closing date: 5 pm Friday 18th March 2022

# **About Goalball: Digital and Communications Lead**

## **About Goalball U.K.**

Goalball U.K. was established in 2010 as a charity with a responsibility to manage, guide and promote the Paralympic sport of goalball. Designed specifically for people with visual impairments, it is played across the UK by approximately 1,000 people via a network of local clubs and the extraordinary support of volunteers.

Goalball U.K. has a core staff team of 8, led by our CEO, and is overseen by an active board of trustees with members from a variety of sports and business backgrounds.

In February 2019 Goalball U.K. launched a 5-year strategy ‘Transforming More Lives’. Our vision is to transform the lives of blind and partially sighted people through goalball. The main sources of funding that support our work are from Sport England, U.K. Sport and a variety of other trusts, foundations, and donations. We have big ambitions to develop our funding base to further expand the reach of our unique sport.

If you join Goalball U.K., you will work in a progressive, caring, inclusive, charitable organisation that takes pride in truly ‘Transforming People’s Lives’.

We pride ourselves on being bold in our words and actions in supporting the ‘Goalball Family’ on their transformational journeys. We are committed to challenging other inequalities, reducing the barriers to participation, and improving the life chances of all people with a visual impairment (V.I.) who want to play our sport. It is an exciting time to join Goalball U.K., with the IBSA World Games taking place in Birmingham in August 2023. As hosts, both of our teams have a guaranteed opportunity to play and qualify for Paris 2024. The games also offer us the opportunity to raise the profile of our sport and showcase it across the home nations. The Digital and Communications Lead will be integral to our success and our ability to do this during these games and beyond.

## **Context to the Role**

At present, our digital presence is the responsibility of a part-time person and a number of volunteers. We have made good progress over the past three years; but we are ambitious about growing our profile, participant and supporter base and see the appointment of this role as an essential and exciting opportunity to do this. Working closely with the Partnership and Fundraising Lead the post holder will develop and implement content, digital and communications plan designed to drive us forward.

# **Job Description: Digital and Communications Lead**

**Job title:** Digital and Communications Lead

**Employed by:**  Goalball U.K.

**Location:** Negotiable *with regular travel to Sheffield and other areas required in line with the needs of the organisation*

**Responsible to:** Partnership and Fundraising Lead

**Salary Range:** £28-£34k

**Purpose:** The role of the Digital and Communications Lead will be to co-ordinate and execute content, digital and communications plan designed to raise the profile of our sport, grow our participation and supporter base. The post holder will work closely with the CEO, Partnership and Fundraising Lead, board members, volunteers, and staff members.

The appointed person will be expected to build on our existing work to develop the digital presence of goalball and Goalball U.K. using a variety of platforms, as quickly as possible.

## **Key responsibilities:**

This is a varied and hands-on role requiring a mixture of established practice, ingenuity, and tenacity. The key responsibilities are expected to be:

* To manage and be accountable for all elements of our content, digital and communications.
* To generate high-quality content assets, maintain excellent levels of dialogue with the Goalball U.K. community, and raise the profile, awareness, and support for our sport.
* To drive digital transformation through the website and other software platforms.
* To utilise digital platforms to identify and drive partnership and income opportunities.
* To be responsible for internal communications within Goalball U.K.
* To be responsible for developing quantitative insight via the use of membership data and metrics linked to our digital presence.
* To, on occasion, be the spokesperson for Goalball U.K.
* To represent Goalball U.K. with stakeholders.
* To 'horizon scan' and research relevant issues such as sport, disability sport, funding opportunities, volunteering, employee, and athlete well-being.
* Maintain and consistently seek to improve our website and social media presence.
* Plan and deliver social media campaigns including fundraising initiatives.
* Proactively encourage social media influencers to engage with Goalball U.K., including developing an influencer strategy.
* Organise press coverage and live stream events on Facebook and Instagram, as well as tweet chats and digital days of action.
* Help to grow Goalball U.K.’s social media accounts with original and engaging content.
* Oversee and manage Goalball U.K.’s digital channels on a day-to-day basis and reply to comments, engage with supporters, and identify opportunities for future stories and engagement.
* Develop and implement digital strategies, such as SEO, marketing and social media ads (e.g., Google Ads, Facebook Ads).
* Write blog posts and news updates in line with Goalball U.K.’s communication strategy.
* Work with external agencies in the delivery of Goalball U.K.’s communications campaigns and projects, such as photography or videography.
* Establish and manage Goalball U.K.’s image and video library, while ensuring GDPR and consent protocols are followed.
* Support fundraising events as needed, including event plans, guest lists, support on the day and follow-up.
* Develop and implement email marketing strategies to meet the needs of our audience.
* Liaise with colleagues responsible for fundraising to communicate income strategies through social media/website.
* Track and report on monthly analytics from social media strategy and contribute to impact report.
* Ensure our online platforms meet best practices in relation to accessibility and the use of screen readers so that they meet the needs of our audience.

### **Other duties:**

* Any other reasonable duties identified by the Chief Executive Officer within the post holders’ capabilities and in line with the needs of Goalball U.K.
* Everyone working with Goalball U.K. is expected to contribute to the development of the sport across a wide range of activities, accepting collective and individual responsibility, where necessary. This may include directly delivering activities or working upwards to shape the strategic direction of the organisation.

#### **Terms and conditions:**

* This appointment is offered on a permanent basis.
* Working hours are 37per week and the role is viewed as full-time.
* Salary is budgeted to be between £32,000 and £36,000 per annum.
* Annual leave for a full-time role within the organisation is 33 days per year, inclusive of all public and statutory holidays. Based on working a 37 hour week, annual leave entitlement is calculated to be 244.2 hours, including public holidays.
* All reasonable and authorised expenses will be reimbursed in line with our expenses policy.
* Due to the nature of the role and the likelihood of coming into direct contact with young people and vulnerable adults either directly, or via information held on our systems, the appointment will be subject to a satisfactory disclosure from an enhanced DBS check.
* This appointment is subject to the receipt of satisfactory references.
* This appointment is subject to the completion of a satisfactory probationary period of 6 months.

# **Person Specification: Digital and Communications Lead**

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| --- | --- | --- | --- |
| Attribute | Essential | Desirable |  Assessed |
| **Skills and Experience** | A working knowledge of content, digital and communications planning in a charity setting. | Experience of having designed and implemented a content, digital and communications plan in a charity setting. | A, I |
|  | Excellent interpersonal communication skills with the ability, confidence, and professional gravitas to influence and persuade others. |  | A, I |
|  |  | A working knowledge of charities and their governance. | A, I |
|  | Experience working with a wide range of stakeholders, including senior leaders, using diplomacy and tact. |  | A, I |
|  | Demonstrable experience of independent and collaborative working. |  | A, I |
|  | Ability to manage projects concurrently, in an organised manner and with appropriate prioritisation. |  | A, I |
|  | Self-starter who can organise and ‘own’ a varied workload with minimal supervision. |  | A, I |
|  | Exceptional communication skills, both verbal and written. |  | A, I |
|  | Familiarity with GDPR and its implications for public relations and communications. |  | A, I |
|  | Proficient in Microsoft Office | The skills to design marketing collateral or maintain relevant website areas. | A, I |
|  | Understanding, and experience of managing or leading social media channels. |  | A, I |
|  | Experience of using and building audiences on social media and networking channels.  |  | A, I |
|  | Ability to manage multiple social media channels and communicate with users in a prompt manner.  |  | A, I |
|  |  | A demonstrable interest in sport and its ability to be an effective force for social advancement, especially for people with disabilities. | A, I |
|  | Experience of developing and managing a website. | Experience of developing and managing a website aimed at people with a visual impairment. |  |
|  |  | Knowledge of working within Web Content Accessibility Guidelines 2 Level AA conformance requirements.  |  |
|  | Experience of having updated websites.  |  |  |
| **Special Qualities or Aptitudes** | Demonstrate awareness of and sensitivity to issues of equality, diversity and inclusion and a commitment to the value of the individual within goalball. |  | A, I |
|  | Excellent interpersonal communication skills with the ability, confidence, and gravitas to influence and persuade. |  | A, I |
|  | A commitment to the aims and objectives of Goalball U.K. in promoting it in the best interests of its stakeholders and staff. |  | I |
| **Qualifications / Membership requirements** | Educated to degree level, or equivalent. | Educated to a degree level or equivalent in a subject related to the role.  | A, I, Q |
|  |  | Member of the CIPR, PRCA, or similar. | A, I |
|  | Prepared and committed to undertake training as required for the role including but not limited to ongoing CPD. |  | I  |
| **Other Requirements** | Satisfactory enhanced disclosure from the Disclosure and Barring Service. |  | DBS Application |

A - Application Form; I - Interview; Q - Proof of qualification; E - Exercise/Task at Interview

# **Next Steps: Digital and Communications Lead**

Please complete in full the attached application form and return it before Friday 18th March to Mark Winder, CEO.

When completing the application form, we encourage you to read the Job Description and Person Specification carefully as we assess an applicant’s suitability using these documents.

Email completed application forms to: mark@goalballuk.com

Post completed application forms to:

Mark Winder

Goalball UK

English Institute of Sport

Coleridge Road,

Sheffield

S95DA

*(Clearly mark the envelope Private & Confidential)*

Shortlisting of applicants will take place between Day 21stth March and 31st March 2022.

Whilst our preference is for interviews to be held face-to-face, we understand this may not be practical in every situation and will therefore make provision for this part of the process to be held remotely if necessary.