

Kick It Out

Job Specification

Job Title: Media and Communications Manager

Salary: Grade 1 – 3, £32 – 34,000 per annum (dependent on experience)

Purpose:

The post-holder, supporting the team within Kick It Out, the Chair, Director and Trustees, will lead on the press and public relations profile of the campaign.

The role will involve developing and managing strategic media relations to maintain and increase Kick It Out's profile; both inside and outside professional, amateur and grassroots football. Leveraging existing media contacts as well as developing new relationships, you will be the point of contact for a range of press and PR enquiries relating to all areas of the organisation. The role will extend to cover elements of marketing, as well as stakeholder and corporate relations.

A good knowledge of the operational workings of the football industry; as well as issues related to sport, social inclusion and equality are all essential.

Key Tasks

1. To lead the managing and shaping of the organisation's public reputation
2. To build, lead and develop the communications team
3. To develop and deliver Kick It Out's media and communications strategy, both on and offline
4. To draft clear and compelling press releases, statements, web and social media copy, speeches and communications with stakeholders
5. To arrange and facilitate media interviews, and provide detailed briefings, for campaign spokespeople
6. To oversee the drafting, editing and publication of internal and external documents, including annual reports and other marketing collateral
7. To plan for, and manage, crisis situations which concern the organisation and its area of work
8. Representing and facilitating media requests and opportunities for the organisation at public and private functions and events
9. Responsibility for liaising with and managing key relationships – Trustees, partners, players and ambassadors

The post-holder will be responsible for their effective day to day operational activities. All tasks will be undertaken in line with the teamwork approach of the organisation and the post-holder will be accountable to the Director and Trustees of Kick It Out.