



Women's Sport Trust – Senior Comms and Marketing Manager

This role is largely a “work from home” role in the UK, but will require some meetings in London.

Salary range

£42,000- £50,000 - (£3,500 - 4,150 per month) depending on experience.

About Us

The Women's Sport Trust (WST) is a pioneering and visionary charity which has been at the forefront of driving change within women's sport for more than a decade. WST aims to make women's sport more visible, viable and unstoppable using industry-leading insight, forward-thinking campaigns and is a champion of role-models. It is the leading UK charity focused on using the power of sport to accelerate gender equality and stimulate social change.

The Opportunity

This is an exciting opportunity to become part of a team that is ambitious and successful in driving change. This position is integral to keeping our organisation highly visible and running smoothly. You will have unprecedented access to a range of hugely experienced and high profile people in the sport and business sectors. We are looking for someone who is passionate about creating exciting content – whether for marketing, PR releases, socials, reports or presentations – and has an interest in women's sport. The candidate will need to be a self-starter, who is proactive, collaborative and dynamic.

The Skills Required

The successful applicant will need to be able to demonstrate the following:

- A passion for and understanding of sport in general with the ability to understand our target audience, and the women's sport landscape.
- Strong and persuasive writing skills and the ability to talk about women's sport with confidence and passion to an external audience.
- A strong demonstrable commitment to equality, diversity and inclusion.
- Confident communication skills and the ability to build relationships, as the role will involve engaging with WST colleagues, Trustees, journalists, sponsors, research partners and athletes.
- The ability to use design and editing software to create content; proficiency in Microsoft Office/Google platforms for presentations and documents; and comfortable using new systems and software.



- Good working knowledge of how to use social media platforms to build and engage communities. This includes knowledge of what content works best for specific platforms and the different features available across channels.
- Attention to detail, time, project and budget management.

The Roles & Responsibilities

We are looking for someone who can flex and adapt in this role, moving confidently from operational responsibilities to PR and social through to partnership and pitch meetings.

PR & Comms

Expand the reach and impact of our work to educate, influence and stimulate action.

- Nurture our networks - Develop relationships and connections within the ecosystem to have more opportunities to advance WST's strategy long-term and to remain relevant, ensuring we have regular touchpoints with key stakeholders.
- Develop and implement a PR & marketing plan for each output including content creation, event activation, media release, etc. to ensure we maintain a drumbeat of news and opinion from WST
- Perform traditional comms and PR functions
 - Maintain existing and develop new relationships with media outlets
 - Help to shape the narrative and WST's position on live issues / stories, including responses and statements to media stories
 - Craft and distribute press release and statements to secure broad coverage and increase visibility
 - Maintain a calendar of key industry conferences/moments and target, as appropriate

Business Development & Partnership Management

- Support in identifying new partnership opportunities and collaborations that align with our mission to enhance the profile of women's sport and diversify our income.
- Collaborate with the CEO to create compelling partnership proposals and presentations.
- Assist with initiatives that require stakeholder collaboration and ensure timely delivery.

Event management

Work with the CEO and stakeholders to ensure all elements of events are delivered to a high standard:

- Support the design, development, delivery and follow-up of public and private events
- Creation of invites and management of guest list
- Creation of branded assets to be used



- Management of timeline
- Liaison with third parties such as venues/caterers/guest speakers

General day-to-day activities

- Maintain accurate and up to date records including approaches, relationships/networks, suppliers, budgets/funding, etc.
- Track KPIs and support the generation of key reports on activity and results for internal purposes
- Undertake other duties as requested by the CEO supporting on misc day-to-day activities.

Contract	Initial 1 year contract subject to 8 weeks probationary period. <u>All positions at WST are strictly freelance/contract. You will therefore be responsible for paying your own tax.</u>
Time requirement	5 days/per week <i>(Although we would be open to discussing a more flexible approach to the traditional full-time five days a week model.)</i>
What we offer?	<ul style="list-style-type: none"> • A chance to make a real difference in the women's sport industry. • A collaborative and supportive working environment. • Opportunities for professional development within a forward-thinking, growing organisation.
Location	WST staff and Trustees are located across the UK and full use of technology to communicate. This is a work-from-home role, with occasional travel to meetings and events. You will need to have the ability to meet face-to-face in London (approx. TWICE per month.)
Resources	You will need to have your own computer and reliable internet access, other reasonable expenses are paid.
Closing Date	Monday 2 nd December at 5pm. Interviews to be held in London on the 17 th or 18 th December
How to Apply	Please send a CV and supporting letter to hr@womenssporttrust.com