



THE WOMEN'S SPORT TRUST

Athlete Programmes & Relationship Manager

A powerful community helping female athletes find their voice, shape their future, and make an impact where it matters most.

CONTENTS

Introduction to Women's Sport Trust	03
The Opportunity	06
Unlocked Explained	07
The Role	09
How to Apply	11



WHO WE ARE

WST is a pioneering and visionary charity which has been at the forefront of driving change within women's professional sport for more than a decade.

OUR VISION

A world where women's professional sport is valued, independently successful and driving positive social change



OUR MISSION

We are committed to achieving our ambitious vision for women's professional sport by working towards the following mission:



Build a **self-sustaining** sports industry in the UK that values women and girls through fair investment, opportunities, and visibility



Inspire future generations with strong, diverse female role models in sport



Leverage sport to promote **societal change** and achieve **equity for all**



WST + ATHLETES

We have extensive experience working with athletes and have built strong relationships with over 100 elite female athletes, both funded and non-funded.

Our work includes delivering the multi-year Unlocked athlete programme (which was shortlisted for a Sport Industry Awards in 2021 in recognition of its impact on the industry), and we were commissioned by UK Sport to explore the social impact ambitions of female athletes, consulting with over 250 elite athletes in the process.

We prioritise athlete power in our research and proudly maintain an athlete on our Board of Trustees to ensure that the athlete perspective is always represented.

THE OPPORTUNITY

This role is being created to meet the evolving needs of Women's Sport Trust (WST), strengthen our relationships with elite female athletes, and ensure that the support we provide is sustainable and impactful for the long term.

At the heart of this role is responsibility for running our Unlocked athlete programme—our flagship initiative that has already supported three cohorts of athletes—and deepening engagement with both our Unlocked alumni and the wider athlete network.

We are a small, agile organisation, and the successful candidate will bring a broad skill set, a flexible mindset, and the ability to adapt and grow with us. You'll be comfortable thinking strategically, working collaboratively, and rolling up your sleeves to get the work done—including designing key programme moments and surfacing powerful athlete stories.

You will report directly to the CEO and work closely with senior staff, with regular opportunities to engage with WST Board Members. This role is ideal for someone who is self-motivated, thrives on variety and pace, and is comfortable working at every level—from strategic leadership to hands-on delivery.

Are you curious, driven, and excited about shaping the future of women's sport?

We are seeking someone with experience working with athletes, a strong understanding of high-performance sport, and a passion for athlete development and engagement. You'll be confident building relationships, influencing stakeholders, and delivering programmes that create real impact—and surfacing the data and insight that proves it.

By leading Unlocked and engaging with our broader athlete community, you will play a key role in ensuring that Women's Sport Trust continues to grow its influence and reputation as the trusted, independent voice driving progress in the industry.





WHAT IS UNLOCKED?

A community of elite female athletes, focused on helping them identify their unique voices, plan for their futures, and leverage their influence to drive positive change in sport and beyond.



Build a Supportive and Influential Community –

Foster a strong network where female athletes feel supported, connected, and empowered to drive change collectively.



Equip Athletes for Future Success – Help elite female athletes articulate their identities, amplify their voices, and make informed decisions about their careers and long-term impact.



Drive Awareness and Advocacy – Engage influential decision-makers across sport, media, and business to better understand the challenges female athletes face, champion opportunities, and actively support women's sport.

BASIC STRUCTURE OF THE PROGRAMME

Athlete
Launch
event

Regular
Hangouts &
Webinars

Activator
and Athlete
matching

Activator 1:1
& Reduced
hangouts

End
celebration
event

ACTIVATE MEDIA OPPORTUNITIES – ENGAGE ALUMNI GROUP

Introduce and inspire

Bring together 30 - 40 elite female athletes from a diverse group of sports (funded and non-funded) and at different stages of their career

Purpose & Connection

Group cohesion
Purpose and focus – athletes defining what matters and why

Connect, stimulate and inform

Generate Opportunities

Identify actions necessary to start to bring purpose/focus to life
Navigate the landscape effectively
Identify useful links and introductions

Celebrate and share insights

THE ROLE - main responsibilities



Programme Delivery & Execution

- Design and lead the delivery of WST’s athlete-focused work, with a primary focus on managing the Unlocked programme and alumni engagement to ensure athletes feel supported, inspired, and connected.
- Lead the athlete recruitment process, including application, screening, interviews, assessment tasks, and selection.
- Coordinate a structured (mainly online) programme of learning and events, managing scheduling, speakers, learning outcomes and logistical details.
- Facilitate 1:1 check-ins with athletes, building trust-based relationships, providing tailored support, and surfacing insights.
- Synthesize insights and feedback into thematic, actionable recommendations alongside the CEO.
- Support and maintain impactful relationships between athletes and their assigned Activators, ensuring alignment, learning, and mutual growth that fuels wider industry change.
- Foster a strong sense of community across current athletes and alumni, delivering shared experiences and ongoing engagement.
- Shape key programme moments—including launch, milestone events, and a strong finale—that celebrate athlete progress and showcase impact externally.
- Manage the delivery of spin-off projects and external partnerships linked to WST’s athlete work, ensuring smooth coordination, fulfilment of commitments, and strong communication.
- Ensure programme delivery meets funder expectations through effective monitoring, evaluation, and impact reporting.

Athlete-Centric Approach

- Ensure all athlete initiatives are practical, relevant, and designed for real-world impact.
- Equip athletes with the skills and confidence to use their platform to drive change.
- Support athletes through key transition moments by creating a high-trust environment where they feel seen, heard, and empowered to explore identity beyond sport.

Insight & Influence

- Capture and translate athlete insights into themes that inform WST’s strategy, programming, and advocacy.
- Support athletes to amplify their voices and perspectives in key conversations around women’s sport.
- Collaborate with WST’s comms team to shape and deliver storytelling across the programme—spotlighting athlete experiences and celebrating impact at key moments.
- Represent WST externally, increasing awareness of our work and advocating for elite female athletes.

Salary range	£42,000- £46,000 per annum depending on experience.
Contract	18-month contract - subject to 2 months probationary period. This aligns with our current project funding. **All positions at WST are strictly freelance/contract. You will therefore <u>be responsible</u> for invoicing monthly and <u>paying your own tax</u> .**
Time requirement	The role is likely to be full-time, with flexibility to accommodate athlete availability—including some evening and weekend work. We’re open to discussing a reduced working pattern (e.g. <i>four days per week</i>) for a more experienced candidate, provided the core responsibilities are met, and quality is maintained.
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 based across the UK, using technology as the primary means of communication. This is a remote role, with occasional travel for meetings and events. While in-person meetings in London may be required from time to time, they will be infrequent.
Resources	You will need to have your own computer and reliable internet access; other reasonable expenses are paid.

WHO YOU ARE



Who you are and how you work matters to us. You will be an experienced professional who brings strategic insight, creativity, and fresh thinking—able to help shape the programme experience, generate ideas, and deliver high-quality work independently and efficiently, with minimal need for oversight.

This role requires strong interpersonal skills, a collaborative approach, and the ability to confidently navigate the sporting landscape—engaging athletes and stakeholders to build relationships, influence effectively, and help tell the story of impact—through both data and lived experience.

At Women's Sport Trust, we are committed to improving diversity within our organisation. We believe that a diverse team—enriched by a wide range of lived experiences—is essential to our success. A more representative organisation fosters creativity, innovation, and credibility, helping us to drive meaningful and lasting change in women's sport.

Essential

- Able to build trust and credibility with elite athletes by combining energy, empathy, and emotional intelligence—understanding their journeys and inspiring meaningful engagement.
- Creative mindset with the ability to design engaging experiences and milestone moments that energise athletes and showcase impact externally.
- Proven experience delivering projects involving multiple stakeholders, including external partners or funders
- Exceptional communicator—confident in 1:1s, group settings, and written communications, with an ability to translate insight into action.
- Experience in learning and development, mentoring or coaching, particularly in performance contexts
- Strong community-building skills, able to create belonging and shared identity across a cohort
- Able to gather and translate data and insights into compelling evidence of impact, supporting organisational storytelling and decision-making
- Exceptionally organised, adaptable, and proactive—confident using digital tools to manage competing demands, track delivery, and communicate effectively
- Commitment to equity, diversity, and inclusion, with a belief in the power of sport to drive social change and alignment with WST's campaigning mission
- Willingness to travel occasionally and meet in London as needed

Desirable

- First-hand experience as an athlete or in a high-performance sport environment (e.g. coach, athlete support, close family link)
- Strong understanding of the sports ecosystem, especially the unique challenges and opportunities facing women and girls
- Creative and solutions-focused, with a mindset aligned to driving progress and societal/organisational change

HOW TO APPLY

To apply, please send the following **as attachments** to hr@womenssporttrust.com

- Your CV
- A cover letter outlining:
 - Why you are interested in joining WST
 - Your key areas of expertise
 - How you can contribute to our organisational aims and athlete-focused work
- The names and contact details of two referees (References will only be taken up before a final offer is made, and candidates will be notified in advance.)
- A completed equality monitoring form – [Download [here](#)].
 - This form will be detached from your application and will not be shared with the recruitment panel.
 - We collect this information to help us improve diversity and inclusivity in our recruitment process and appreciate your support in achieving this.

We look forward to receiving your application!

Want to learn more before applying?

We'll be hosting a short group call to talk through the role and answer any questions. It's a chance to get a feel for the opportunity before submitting your application.

Date/Time: 24th April, 2 – 2.30pm

Join the call here: [Zoom Link Here](#)

There's no need to prep—just come as you are.

This call is optional and won't affect the selection process.

Optional Q&A: Thurs, 24th April, 2pm

Closing date: Thurs, 1st May, at 5pm

Interviews: Mid-May 2025

Ideal start date: July 2025



"THE FUTURE OF HUMANITY
AND INDEED ALL LIFE
DEPENDS ON US"
Sir David Attenborough

THANK YOU

