

## JOB DESCRIPTION

**Role:** Media and Communications Officer

**Reports to:** Head of Marketing

**Directly Responsibility:** Communication Intern

**Location:** British Judo Head Office, Great Barr & British Judo Centre of Excellence, Walsall

**Salary:** £18,000-£22,000

## JOB PURPOSE

You will proactively promote the British Judo Association, its products, offers, clubs, athletes and the sport of judo within the regional, national and digital media, to raise profile, awareness and attract new participants to the sport. You will be pro-active in generating media coverage and will be the 'front line' for media enquiries. You will also provide a media service at British Judo's national events. Additionally, you will manage and generate content across a range of media for British Judo's website, social media and publications.

## KEY RESPONSIBILITIES

- To work pro-actively across the Association to develop a PR and communications programme that delivers content and coverage that meets the needs of various British Judo stakeholders ensuring equal exposure for the World Class Performance Programme and grassroots judo across Great Britain.
- To maintain and develop a media database, building relationships with key websites and publications and industry experts.
- To be the initial point of contact for media enquiries, athlete requests and event media operations.
- To assist the Head of Marketing in the organisation of media events.
- Ensure PR, content planning and media database files are maintained and up to date.
- To provide regular media briefings to key contacts at websites and publications to build relationships and deliver greater coverage.
- To analyse and score British Judo's media cuttings on a daily basis.
- To proactively write press releases and distribute to the national and regional media (print, online and Broadcast) relating to:
  - British Judo Association affairs
  - Products and offers
  - Elite athletes
  - Clubs/Members
  - Regional BJA activity
- Provide same-day reports, live coverage, images and video (at selected events) to national media from all international events.
- To monitor and input into athlete appearance requests.
- To administer media requests, media operations and provide a media service at British Judo's national and international hosted events.

- To work alongside the Head of Marketing to develop British Judo's social media channels.
- To undertake other PR activity as directed by the Head of Marketing.
- Responsible for Matside magazine – our quarterly membership magazine.

## GENERAL RESPONSIBILITIES

- To operate in accordance with the Association's policies and procedures, in particular the BJA's Equal Opportunities Policy
- Must positively promote the position of the BJA as the national governing body for Judo at all times
- Must maximise the resources of the BJA at all times.
- Must promote a positive image of the BJA in all dealings with internal and external contacts

## SPECIAL CONDITIONS

- Must be available to regularly work outside office hours including weekends
  - Including coverage of selected overseas competitions (Grand Prix and Grand Slams)
- This role requires regular and extensive contact with children and therefore will be subject to the satisfactory completion of a Criminal Records Bureau background check
- The Job Description may be subject to change at any time at the discretion of the British Judo Association and in accordance with business developments. Any changes will be communicated to & consulted with the post holder appropriately.

## VALUE & BEHAVIOURS

<i>Excellence</i>	Leads by example always seeking to improve personal performance and finds ways to champion the pursuit of excellence in others.
<i>Integrity</i>	Lives and upholds the highest standards of professionalism and ethics.
<i>Trust</i>	Generates trust in the method, creates an open and honest environment and is highly supportive of others.
<i>Respect</i>	Actively listens to the views and opinions of others and attends to what others need in order to perform.
<i>Unity</i>	Collegiate and collaborative creates shared goals and taps into what motivates those around them.

**MEDIA & COMMUNICATIONS OFFICER – PERSON SPECIFICATION**
**TECHNICAL/SPECIALIST KNOWLEDGE**

	<b>Essential</b>	<b>Desirable</b>
Understanding of national, regional and local sporting landscape in the UK	X	
Ability to work with multiple projects at one point and prioritise work accordingly.	X	

**EXPERIENCE**

	<b>Essential</b>	<b>Desirable</b>
Previous experience in a similar role	X	
A good understanding of producing publications and written materials	X	
Ability to develop effective working relationships with colleagues and stakeholders both internal and external to the BJA.	X	
A good understanding of communications techniques and how to maximise the use of digital and social media platforms	X	
Proven track record of raising an organisation's profile through a wide range of media		X

**ABILITIES/SKILLS**

	<b>Essential</b>	<b>Desirable</b>
Effective communication skills that meet individual stakeholder needs.	X	
Able to adapt style according to the needs of direct reports, other staff and the context.	X	
Able to align own behaviours to BJA values and behaviours	X	
Able to communicate well – both orally and in writing	X	
Able to work on own initiative, problem solving and making sound decisions is essential. The individual should be able to work under pressure by prioritising own workload within timescales	X	
Experience of Adobe Creative Cloud Suite and/or Video Editing software (e.g. Premier Pro)	X	

**QUALIFICATIONS**

	<b>Essential</b>	<b>Desirable</b>
Degree level in a relevant area (Media, communications, public relations)		X
Driving Licence		X