



Job Title: Communications Officer
Base: Netball NI office, Belfast, Flexible
Contract: Subject to funding (25 hours per week)
Salary: £18,000

Netball NI– Top 8 National Team, supported by strong School, Club & League Foundations

This is an exciting time for growth of Netball in Northern Ireland. Netball NI is looking for an experienced and motivated person who will lead digital communication for Netball NI.

Role Summary

The objective of this role is to ensure Netball NI presents and projects itself in a clear and engaging manner that reflects the breadth of its activity (Participation & Performance) and maximises media opportunities.

The Officer will be responsible for managing Netball NI's own communication channels and leveraging external media to grow the Netball NI brand, deliver relevant information to Netball NI customers, heighten engagement with the netball community, partners and sponsors and increase the visibility of the sport.

The Officer will understand the communications and digital needs of the business, ensure the business' messages are delivered in a co-ordinated and integrated fashion and that content is developed and tailored to maximise consumer engagement. The Officer will build relationships and work closely with external media to maximise visibility of the sport, both for our NI Warriors and our domestic activities.

Key Tasks and Responsibilities

- Increase awareness and visibility of netball through clear messaging around the sport
- Develop and implement a communication and digital strategy
- Ensure Netball NI brand is consistent and visible
- Lead the management of Netball NI communication channels, including but not limited to websites, social and digital media, ensuring content is relevant and engaging maximising reach of our messages and content
- Responsibility for website content management
- Graphic design skills are desirable and the knowledge of various design platforms.
- Ensure compliance with all operating standards set out by Netball NI funders
- Ensure customers receive quality, relevant and timely information through appropriate channels to strengthen engagement.
- Engage with the community to Identify and help create new opportunities aimed at increasing participation, broadening engagement and membership
- Brand, market and communicate new products to the membership and key stakeholders
- Produce small to medium length articles to accompany digital news stories
- Engage in membership consultation forums and media steering groups
- Overseeing the management of press conferences and media days when applicable
- Manage all media relations

- Ensure all athletes and coaches are aware of communication priorities and that they are on message
- Leading digital transformation
- Any other reasonable management requests

Personal Specification

Experience required	Essential	Desirable
Educated to Graduate level or equivalent experience	E*	
Evidence of excellent written and verbal communications skills	E	
Demonstrable experience of creating and delivering a communications strategy	E*	
Experience of managing external communications agencies		D
Graphic Design Skills	E	
Experience of brand management	E*	
Social Media Management and wider digital communication strategies	E*	
Website Management and use of content management systems	E	
Involvement in the redevelopment of a visual identity or rebrand		D
Understanding of visitor monitoring and membership development	E	
Experience of managing campaigns	E*	
Experience of working with volunteers		D
Creation of consultation forums		D
Ability to turn Ideas in to marketable products		D
Experience of working with athletes and empathy for the demands of elite athletes		D
Action orientated approach, focused on achieving successful outcomes	E	
An understanding and experience of the workings of both media and PR industries; established media contacts		D
Experience of reviewing products and their placement in the business		D
Able to demonstrate ability to identify gaps in the market and provide innovative solutions		D

Competencies/Skills	Essential	Desirable
Enthusiasm for communication and an ability to communicate ideas in an inspiring manner	E*	
Ability to work for periods on own initiative while understanding the importance of liaison and proactive communication with wider staff	E	
Resource, project, time and budget management skills	E	
Excellent interpersonal and communication skills	E	
Demonstrable initiative, creativity and opportunism in identifying opportunities		D
Computer literacy, preferably with a knowledge of MS packages, social media platforms and new innovative software/apps/platforms	E	
Managing communications to a wide range of target audiences	E*	
Attention to detail	E	
Experience of working with media companies		D
Experience of relationship building and management across a range of partners		D
Ability to work under pressure and to short deadlines	E*	
An understanding of the female sport and it's media profile		D

*must be clearly demonstrated in application form, others will be assessed at interview