



Meath Local Sports Partnership National LSP Communications Co-Ordinator

JOB DESCRIPTION

POST AND APPLICATION DETAILS

Length of contract	This role is offered on a fixed term contract for 3 years , subject to satisfactory completion of a 6-month probationary period.
Hours	35 hours per week. Some flexibility of hours will be required for evening and/or weekend work to accommodate the service needs, for which time off in-lieu can be taken.
Job Location	Meath Local Sports Partnership (LSP), Town Hall, Watergate Street, Navan, Co. Meath. This role is predominantly office-based with some limited remote working available.
Reporting to	Meath LSP Senior Executive Officer
Salary	The salary is aligned to the local authority pay scale at Grade 6 level
Travel	Some travel will be required for this role. Successful candidates must have access to a car. Travel expenses will be reimbursed where appropriate.
Closing Date:	5pm Thursday 20 th April 2023

Candidates must demonstrate in their application that they possess all of the essential elements applicable in the person specification. Short listing will apply to those applicants who appear from the information available, to be the most suitable, in terms of experience, qualifications and other requirements of the post. Meath LSP is an equal opportunities employer.

BACKGROUND

The Sport Ireland Participation Plan (2021-2024) outlines the approach that will be taken to realise the sports participation commitments in the National Sports Policy (NSP) 2018-2027. A clear priority identified in the Participation Plan is to “develop and invest in evidence informed participation communications plan and campaign to promote sports participation” while also recognising the commitment in the Sport Ireland strategy to “develop and implement a communications campaign to target specific population groups”.

In order to advance the various communications commitments contained in the National Sports Policy, Sport Ireland Strategy, Participation Plan and LSP Insights report an LSP communications project fund is being established.

REPORTING RELATIONSHIP

The post of the National LSP Communications Coordinator is hosted by Meath LSP. The post holder will report to the SEO of Meath LSP in relation to all aspects of their employment including day to day operations, performance management and for administrative purposes. The post holder will report to the National LSP Communications Working Group on issues relating to the programme development and delivery in line with LSP policy.

PURPOSE AND SCOPE OF THE POST

The National LSP Communications Coordinator will work together with the two Regional Communications Officers and the LSP Communications Working Group to develop a national LSP Communications plan with a focus on key target groups underrepresented in sport and disproportionately affected by the pandemic; people with disabilities, those living in socio-economic disadvantaged areas, older people, ethnic communities etc. The Co-ordinator will have key role in leading, liaising with, coordinating the work of the two regional LSP Communications Officers.

It is envisaged that a two-pronged approach will be needed:

1. Development of sustainable communications resources and tools to raise awareness of the LSP network itself and their programmes for key target groups
2. Development of sustainable communications/engagement approaches with key target communities working closely with the LSP network and local and national support groups and organisations.

This national plan will contain key targets and indicators for measuring success of the communications plan. Individual LSP Communications plans will be developed or refined (if already in existence) from the National LSP Communications plan.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Project Co-ordination and Collaboration

- Lead and drive the development of the National LSP Communication Plan in collaboration with the two Regional Communications Officers and the LSP Communication Working Group.
- Develop and maintain data to ensure accurate and timely reporting of progress in line with key performance indicators of the programme.
- Set up and implement appropriate structures for the implementation of the National Communications Plan including goal setting, milestones and team co-ordination.
- Carry out an analysis of the current strengths and weaknesses of local LSP Communication activities.
- Act as the main point of contact for all key stakeholders involved in this Communication framework.
- Work closely with the LSP Managers to ensure the consistent implementation of the overall plan.
- Consultation – consult and engage with all the relevant stakeholders with regard to the development and implementation of the plan.

Communications & Marketing Tools

- Create and develop a range of sustainable communication and marketing resources to build, promote and optimise the brand, image and reputation of the local sports partnerships, their programmes and the LSP network.
- Ensure the development and implementation of a marketing and media strategy.
- Create and develop a range of sustainable communications and engagement approaches with key target communities working closely with the LSP network and national support groups and organisations.
- Ensure clear and consistent communication processes are in place to inform and engage LSP staff and stakeholders at all levels across all parts of the wider LSP network using appropriate media and other communication channels.

Capability Development

- Capability Development – Lead the development and implementation of a training program to enhance the capability, knowledge and skills of local LSP staff to equip them to be able to lead and own communications and marketing activities at a local level.

Finance & Administration

- Finance and Budget management - Prepare, deliver, agree and monitor budgets on an ongoing and timely basis linked with the development and delivery of the agreed operational plan, obtaining LSP Communication Working Group approval for the financial and budgetary requirements necessary to achieve the plans.
- Reporting and Evaluation – carry out research and needs analysis as appropriate and as required ensuring any gaps identified are fully addressed. Measure, monitor and evaluate performance and the impact of the National LSP Communication Plan initiatives in line with Sport Ireland requirement.

PERSON SPECIFICATION

Qualifications	<p>Qualification or proven experience of at least 5 years working in two of the following disciplines is essential</p> <ul style="list-style-type: none"> • Marketing or • Communications/PR and • Business & communications <p>Relevant Degree in Marketing, Communications, PR, Business & Communications or equivalent qualification is desirable.</p>
Experience/ Knowledge	<p>You will be required to demonstrate evidence of:</p> <ul style="list-style-type: none"> • Significant experience in a large complex organisation developing and implementing communications & marketing practice and policies • Developing and implementing an integrated Communications Strategy/Plan incorporating PR, social media, website, traditional communications methods etc. • Experience of project/programme management, delivering on concurrent programmes of work and performance reporting on progress • Experience of managing and working collaboratively with multiple internal and external stakeholders in a large complex environment • Experience of achieving results through cross sectoral working • An excellent understanding of how to communicate and promote the values and identity of an organisation to diverse audiences and using a variety of communications. • Developing tools, processes, resources and training materials to support and upskill an organisation and its team in implementing a communications or marketing plan. • Excellent grasp of the various methods of communication, social media, display advertising, website metrics and best practices. • Experience in staff management and development • Solid financial management background with experience of estimate preparation and managing budgets with particular emphasis on cost saving/value for money. <p>It would also be desirable for candidates to have:</p> <ul style="list-style-type: none"> • Experience and/or understanding in the areas of community sport and physical activity administration. • Experience and/or understanding the community sector in a developmental and supportive capacity. • Experience and/or understanding of Local Government • Understanding of the international, national sport and physical activity sector relative to Policy, Funding and the Global Action Plan for Physical Activity.
Skills and Competencies	<p>Interpersonal Skills</p> <ul style="list-style-type: none"> • Excellent relationship building & interpersonal skills and ability to influence others • Track record of engaging with stakeholders in public, private, and voluntary organisations

	<ul style="list-style-type: none"> • Track record of demonstrating effective leadership in progressing delivery of similar programmes in a challenging environment • Able to set clear direction and set measurable goals to get the best out of others. <p>Personal effectiveness</p> <ul style="list-style-type: none"> • Ability to think strategically and execute operationally. • Ability to prioritise, plan and co-ordinate the delivery of a work programme and produce high quality of work. • Self-starter and self-motivated approach to work • Proven ability to make decisions • Strong IT, administrative and organisational skills. • Excellent organisational, interpersonal and communication skills <p>Delivering Results</p> <ul style="list-style-type: none"> • Strong project management skills with evidence of leading multi-faceted programmes • Ability to lead, organise and motivate teams to the confident and sustained delivery of programme outcomes • Ability to lead, direct and influence key stakeholders and ensure buy-in and uptake of programme objectives • Ability to influence and negotiate effectively in furthering the objectives of the role.
Attitude and Motivation	<ul style="list-style-type: none"> • An awareness of the role and importance of the co-ordinated inter-agency approach to the strategic development of sport & physical activity and active lifestyles. • An understanding of and a personal commitment to the Vision and Values of Meath LSP and the wider LSP network. • A constructive, positive and progressive attitude to working as part of the LSP team and an ability to develop partnerships with the wider community. • Have the requisite knowledge and ability (including a high standard of suitability and management ability) for the proper discharge of the duties outlined.
Transport Garda Vetting Health	<ul style="list-style-type: none"> • Full, clean driving licence and use of personal transport for work • Willingness and ability to travel <p>It is essential that all applicants have a full clean disclosure provided by Garda Vetting and that this is updated as necessary and when required.</p> <p>A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the post and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.</p>