



LOCAL SPORTS PARTNERSHIP NETWORK COMMUNICATIONS OFFICER

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 Chief Executive Officer
Salary	The salary is aligned to the local authority pay scale at Grade 5 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	4pm on Thursday 30 th January 2025
Application	Please forward Curriculum Vitae along with cover letter to: mary.murphy@meathcoco.ie
Interview date	Week commencing Monday 24 th February 2025 - location to be confirmed

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 has been established.

REPORTING RELATIONSHIP

The post of the LSP Network Communications Officer is hosted by Meath LSP. The post holder will report to the CEO 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 Sport Ireland LSP Communications Working Group on issues relating to the programme development and delivery in line with LSP policy.

JOB PURPOSE AND SCOPE

The Local Sports Partnership Network Communications Officer will support the delivery of the Communications and Marketing objectives of Sport Ireland’s network of Local Sports Partnerships (LSPs).

The LSP Network Communications Officer will work together with two other LSP Network Communications Officers (based in (Kilkenny and Limerick)) and the LSP Communications Working Group to develop and implement a national LSP Communications plan with a focus on key target groups underrepresented in sport, people with disabilities, those living in socio-economic disadvantaged areas, older people, ethnic communities etc. The officer will have a key role in leading, liaising with the LSPs in an allocated region in order to communicate the progress of the project.

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

1. Support the LSP network to raise awareness of the LSP network itself and their programmes for key target groups.
2. Support the delivery 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 contains 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.

The role requires the officer to support the LSP network for three days per week and the host LSP for two days per week to strengthen the communication output within the network. The role will work closely with Sport Ireland Participation and Communications units.

The post holder is required to be flexible in this position and to undertake such other work as may be assigned to them by the line manager in support of the business needs of the company.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Project Co-ordination and Collaboration

- Support the delivery of a LSP communications plan and all elements encompassed within it.
- Develop and maintain data to ensure accurate and timely reporting of progress in line with key performance indicators of the programme.
- Act as a point of contact for all key stakeholders involved in the delivery of this communications plan to ensure the consistent implementation of the plan across the network of LSP's.
- Consultation – consult and engage with all the relevant stakeholders with regard to the development and implementation of the plan.

Communications & Marketing Tools

- 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.
- Support nominated LSP staff on any nationwide communication campaigns and marketing actions.
- Proactively seek media opportunities for the Local Sports Partnerships.
- Work closely with Local Sports Partnerships to develop relationships with relevant communications and media partners.
- Assist local sports partnerships with their communications and marketing objectives.
- Liaise with designers in the development and production of Local Sports Partnerships' publications and literature.
- Assist with the development of LSP digital content and assets.
- Support the LSPs' communications strategies in line with the organisations' individual communications needs.
- Consistently strive to keep abreast of developments in IT systems, relevant technologies and social media which could impact (positively & negatively) on the work of Meath LSP

Capability Development

- Capability Development – Provide appropriate training and support 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

- Manage and be responsible for programme budgets ensuring timelines and reporting structures are met and budgets adhered to.
- Monitor performance and expenditure and ensure that all administration and financial systems, including budgetary targets, are properly implemented and that all necessary records and statistics are kept accurately.

PERSON SPECIFICATION

Applicants must possess or be able to demonstrate the following:

	Essential
Qualifications	(a) 3rd level qualification in Marketing, Communications, or a related discipline, at level 8 or higher on the National Qualifications Framework and a minimum of 3 years' relevant experience in either a marketing or communications role. <i>or</i>
Experience/ Knowledge	(b) A minimum of 5 years' previous experience in a comparable and relevant role.
Skills and Competencies	<p>Interpersonal Skills</p> <ul style="list-style-type: none"> • Excellent relationship building and communication skills and ability to influence others • Proven ability to work collaboratively and supportively with a wide variety of stakeholders. • 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. • Proven ability to make decisions • Strong IT, administrative and organisational skills. <p>Delivering Results</p> <ul style="list-style-type: none"> • Previous experience in managing media requests and proactive media engagement. • 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 • Excellent IT skills, particularly in web-based content management systems, various social media platforms and other related tools for marketing and communications activity. • Proven administrative skills with the ability to prioritise, manage and complete a variety of tasks at times of high pressure with an ability to work effectively on own initiative and to establish deadlines. • Proven content generation experience, with excellent written English skills and high levels of accuracy.

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. • A constructive, positive and progressive attitude to working as part of the Sport Ireland/LSP network and Meath LSP team.
Transport Health	<ul style="list-style-type: none"> • Full, clean driving licence and use of personal transport for work • Willingness and ability to travel <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>

	DESIRABLE
Qualifications/Experience Knowledge	<p>Experience in one or more of the following:</p> <ul style="list-style-type: none"> ○ Graphic design ○ Public Relations ○ Video content capture and editing ○ Data management, ○ Social media management, ○ Website development, ○ Brand management, ○ Digital marketing ○ Background of working in the service marketing industry

General

The time split of the role between Meath LSP (2 days) and LSP network work (3 days) may be subject to change occasionally to accommodate specific projects and workload. The Line Manager of the role will support the management of the split when needed.

There will also be an agreed timetable established between this role and similar in the network to ensure the LSP network has support in place.