

**Strategic Lead
Marketing, Communications and Insight (SLMCI)**

Candidate Information Pack



In this candidate information pack, you will find further information on our search for a new Strategic Lead, Marketing, Communications and Insight (SLMCI), together with details on the application process with Moon Charity Practice.

The West of England Sport Trust (Wesport) is a Registered Charity (1114495) & Company Limited by Guarantee (05794916)

Contents

A message from our CEO	3
Why is our work important?	4
About Us	4
Our Culture and our Values	6
Job Description	7
Person Specification	10
How to apply	12
Closing date for applications: Midnight, Sunday, 16th February 2025	12



PE School Sport Conference



Sport & Physical Activity Network Conference

A message from our CEO

Thank you for taking an interest in joining the Wesport Team. On the following pages we would like to take this opportunity to tell you about who we are and our work to inspire active lives. You will find out a little more about what we do as well as the formal information you need to know.

There are three areas of focus to Wesport's work. We are working:

- To influence local decision makers whose resources and decisions can reduce barriers and join up approaches to helping people move more.
- With and through a wide range of organisations to ensure those in our communities who do not have equal access to physical activity and sport, have improved opportunities they have helped to shape.
- To improve the quality of information available to our networks to further influence decision makers, learn from and inform our delivery with and through others.

A lot of what we do isn't glamorous and there are no quick fixes. It won't grab the news headlines, but it is crucial! Working to join up what happens across different sectors, while demonstrating the role moving more, physical activity and sport can play, as both an outcome, and as a tool to achieve mental health, community, educational or other outcomes, is both challenging and rewarding.

We work to build strong, trusted relationships across all levels, with the organisations we connect with, from the health system and Sport England to small and micro community organisations.

We are looking for exceptional people to join our team, who can further diversify our decision making, broaden our knowledge and networks, and help shape the future direction of Wesport. You will be part of a small staff team and board passionate about our role and working together to inspire active lives.

Through our recruitment, we aim to bring in to our team additional skills and capacity to help achieve our vision and mission.

We hope this has encouraged you to read on, and we look forward to your application!



Steve Nelson, CEO

Why is our work important?

Physical inactivity is 'twice as deadly' as obesity in the UK¹. It costs the economy £10m a year². Two-thirds of people aged 16+ in the West of England, around 690,000³ of the 1.1m are classed as inactive and do not meet the [Chief Medical Officer \(CMO\) UK Physical Activity Guidelines](#). Yet being physically active offers individuals and society a raft of benefits that extend beyond physical and mental health to relationships, success at school and work, social integration, and reduced crime. We want to bring those benefits to the people of the West of England.



About Us

The West of England Sport Trust (Wesport) is a Registered Charity (1114495) & Company Limited by Guarantee (05794916) and fulfils the role of the Active Partnership for the West of England, which covers Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire, an area with a population of nearly 1.2 million.



There are 43 Active Partnerships across England, all of whom are linked together via the Active Partnerships National Network and a small national team.

Wesport's vision is to: Inspire active lives, creating the conditions wherever possible to help everyone move more.

The mission is: Establishing the conditions for long-term change, enabling more people to be physically active, inclusive for all.

Wesport connects to, collaborates and works with organisations at local community level, within education, physical activity / sport organisations and networks, significant public sector bodies including local health systems, unitary and combined authorities. An important partner is the Voluntary, Community, Social Enterprise (VCSE) sector across the West of England. Wesport works directly with many VCSE organisations, and collaboratively with a local Alliance established to aid VCSE collaboration and access to resources.

As part of the Active Partnership national network, we connect with our colleagues through communities of practice, action learning and strategic planning, ensuring we benefit from what we are each learning in our different places.

We connect with Sport England as a System Partner and our role in working alongside them is continuing to grow through the alignment of their objectives (the Sport England Uniting the Movement strategy) and the role Active Partnerships can play in supporting it. You can see our strategy on our website www.wesport.org.uk along with regular updates on our work & impact across the West of England.

We are a welcoming team of 15 staff with a breadth of knowledge and skills, working to make a difference to the lives of people in our communities to benefit from the advantages moving more through physical activity and sport can enable.



Bristol Girls Can event



Award Winners for Social Prescribing

Our Culture and our Values

To achieve our strategic objectives, *how* we work is as important as *what* we do. Our staff team are responsible for building relationships, managing initiatives and working with a wide range of individuals and organisations, with different motivations, needs, aspirations and expectations.

Overarching skills and competencies required within the Wesport team include an understanding of:

- **ABCD approach** – Asset Based Community Development builds on the assets that are found in the community and mobilizes individuals, associations, and institutions to come together to realise and develop their strengths.
- **Co-production** - Co-production is about combining everyone's strengths so that we can work together to achieve positive change
- **Sharing learning** – for mutual benefit, as important internally as it is with partners / networks
- **Workforce and leadership development** (distributed and collective) – empowering individuals across organisations to develop their skills, take ownership and leadership responsibilities, working collaboratively.

Our values:

- We are a positive team of people with a passion for sport and physical activity, which is at the heart of all we do.
- Collaboration is key: we know when to take the lead and understand when someone else is better placed to do so.
- We are proud to work for Wesport and place value in the work we do. We are always seeking new ways to make a difference.
- Teamwork is vitally important – we support one another to get the job done, with honesty and commitment.
- We are people centred; aiming to improve local communities by working with them.

Linked to our 'how', are qualities we will need to work in this way, being a team that is:

- **Accountable** – open to check / challenge, motivated and responsible
- **Generous** – linking back to our values, supporting colleagues, being generous with time and contributions to others' work
- **Comfortable 'working in the grey'** – working dynamically, accepting we will never know all the facts or have all the answers to our questions, being brave
- **Leaders in their own right** – at every level, demonstrating leadership skills
- **Able to work across a broad brief and focused action** – Wesport's work is both 'deep' and 'wide' and we need to be skilled at both.
- **Seeking collaboration, internally and externally** – this must be deliberate; while knowing it takes time, effort and hard work to build strong collaborative relationships.

Wesport embraces & champions equalities, diversity, equity, and inclusion. We are committed to building a team that represents a variety of backgrounds, perspectives and skills to help keep us relevant to the communities that we work within.

We are committed to fulfilling our promise to become an anti-racist organisation and to actively address the racial inequalities that hinder individuals from leading active lives and enjoying the benefits of sport, physical activity, and movement. It is no longer sufficient to simply avoid being racist; we must all embrace an active anti-racist stance. This work is a top priority for everyone here at Wesport.

Job Description

Title: Strategic Lead, Marketing, Communications and Insight (SLMCI)

Salary: £32,684 - £35,714

Responsible to: COO

Responsible for: No Line management responsibilities

Hours: 37 per week

Benefits: Workplace Pension Scheme – as part of the Wesport team, after 3 months you are automatically enrolled into the workplace pension. Wesport's employer contribution rate is between 8-10% dependent on the employee contribution rate (minimum of 4%). 23 days of annual leave (pro rata) plus public holidays.
 Cycle to Work scheme
 Flexible working arrangements
 Small, friendly staff team
 Employee Assistance Programme
 Free parking at the Wesport office
 Office electric bike that can be borrowed for going to meetings
 Free annual Parks Tennis membership for either the Bristol Parks Tennis or Tennis @ The Park sites



Location: In December 2023, Wesport moved into the Vassall Centre in Fishponds, Bristol, which is the home of Bristol Charities. There is free parking on site, and the Wesport team benefits from being based in a building with other charities that are also striving to make a difference to the people within the West of England. There's also the opportunity for a spot of lunchtime Ping!

The office is around a 10–15-minute drive from the M32 which links to the M4 and M5, so easily accessible by car. The main Fishponds high street is a 5–10-minute walk away, and is well-served by a variety of buses

Main Purpose of Job Role

Strategic Leadership, Management and Implementation of Marketing, Communications, and Insight for Wesport.

The Strategic Lead for Marketing, Communications and Insight will be a key focal point within the Wesport office, with a range of responsibilities to support the ongoing development of the organisation and achievement of its strategic aims. Part of this role will ensure Wesport's website, social media and marketing channels continue to develop and are kept up to date, promoting the activities and highlighting the impact the organisation has across the West of England. This will include the effective use of a wide range of communication mechanisms.

This role will also embed evaluation and learning across the team and within specific projects. This role will have a deep understanding of the data and insight available to enhance this learning. There will be a focus on place and the communities within.

This role will have a key role within Wesport for sharing a narrative of the change required to help people move more. Demonstrating the impact the organisation has across the West of England

Key Tasks & Objectives

This role will work closely with the Business Support Officer and the Parks Tennis Operations & Administrator, as well as working with the Wesport team to embed impact measurement and learning into the various projects and programmes throughout their lifecycle.

A Key part of this role will ensure Wesport's online presence (website, social media and marketing channels) is managed effectively.

The role will play a pivotal role in disseminating the learning that Wesport is developing from working with an external consultancy around data & insight, helping to upskill the Wesport team to enhance their confidence in utilising data & insight in their work.

This role will help to position Wesport for enabling a positive change in people's behaviour as it relates to sport & physical activity, by gaining a better understanding of the audiences that we are influencing.

Being able to effectively analyse data & create a meaningful narrative as part of the insight means that Wesport's ability to influence is also enhanced, and it builds on a broader narrative for change. We know that there are a wide range of social, economic, and environmental factors that impact on people's activity levels, and understanding those barriers and how they can be overcome or mitigated is crucial for us to fulfil our organisational vision and mission.

Role Description

Marketing / Communications responsibilities

- Significant contribution to Wesport's annual planning, review and implementation processes
- With operational support:
 - to coordinate all Social Media accounts including but not limited to X (formerly known as Twitter), LinkedIn, Facebook, Instagram.
 - Production and distribution of Wesport bulletins / e-newsletters
 - Project-specific Marketing and Communication in agreement with the project leads.
 - Video filming, creation, and editing for various projects across the team
 - Design work using a variety of design platforms (including InDesign and Canva)
 - Content creation for print (e.g. flyers / booklets) and online advertising
 - Tracking website & social media performance through Google Analytics
 - Blog and news article creation for the Wesport website
- Develop links with local and in some cases national media where appropriate.
- Running paid advertisements through social media platforms (e.g. Facebook Ads)
- Managing & updating the Wesport website which uses Wordpress

Data / Insight responsibilities

- Creation of case studies to highlight the work & impact of Wesport's projects
- Lead (with support from COO and external consultancy) data, insight and analysis, including overseeing the logistics and reporting of surveys for customers, partners and staff
- Work with the COO and input from the external consultancy to develop Wesport's approach to Measurement, Evaluation, Learning
- Develop relevant tools and resources to support the team in their ongoing understanding of data and insight.
- Develop Wesport's Internal strategy / approach to team engagement in using marketing & communication to share impact & updates
- Use of systems & tools to help tell stories, including the development of resources demonstrating our impact
- Enabling the evolution of Wesport's use of IT, AI and data systems
- Management of external relationships linked to role responsibilities.
- Ensure Wesport's work around inequalities, with a focus on race, is reflected in all Wesport marketing and communications
- To enhance Wesport's understanding of the impact, measurement, and learning achieved through the variety of projects and programmes that are taking place. The overall aim of the work is to reduce the barriers for people in the West of England to move more, whether that's in an organised sports setting or simply incorporating more physical activity into their day.
- To analyse Sport England's Active Lives Surveys (Adults and Children) and use relevant reports to share with the team and relevant partners across the West of England.
- To collaborate and engage with marcomms and insight leads across other Active Partnerships and across the network to share best practice and drive organisational improvement in this area.
- Help embed Wesport's inequalities focus into all areas of responsibility
- Demonstrate Wesport values in everyday interactions

Person Specification

Knowledge / Qualifications / Skills / Experience
<ul style="list-style-type: none"> • A degree or equivalent recognised qualification in a related field or the ability to demonstrate equivalent knowledge through experience in professional roles (ideally marketing / data / insight / communications) • Ability to collect and interpret high quality data and to use compelling narratives to demonstrate impact. • Excellent understanding of effective impact measurement and evaluation practices and delivery • Significant demonstrable experience of leading on the insight and evaluation for an organisation / team or project • Experience of maintaining databases of information and analysing and reporting data and research clearly • Experience in building effective working relationships to achieve positive outcomes • Experience of reporting & presenting to funders, key stakeholders, other interested parties • Experience of cross-sector stakeholder working, developing strong and successful partnerships. Ideally within the sport & physical activity, VCSE, or health sectors. • Awareness of the inequalities faced by key audiences (in focus communities) to being physically active • An awareness of Sport England's strategy 'Uniting the Movement' • An understanding of sports equity, safeguarding children and adults at risk policies, planning, implementation and evaluation • Awareness of current issues and legislation regarding to equalities, diversity, equity, and inclusion (EDEI) • An understanding of the requirements of key partners, agencies and organisations in demonstrating the value of physical activity to the achievement of objectives (local – national organisations) • Experience in developing working partnerships with other professional organisations and the voluntary sector. • Proven ability to move initiatives forward • Ability to manage multiple demands with attention to detail • Experience of impact measurement and reporting • Experience of using Wordpress as a website editor • Experience of creating and managing social media / marketing campaigns • Experience in taking data & extrapolating something meaningful / useful from it, to share with stakeholders • Resource management experience • Experience of working successfully in cross-organisational teams • Experience of strategic planning and the process of implementing, reviewing and adapting plans • Knowledge / awareness of national planning processes for sport and the potential opportunities / challenges this can have on an organisation, such as Wesport • IT literate and a knowledge of the benefits that IT can bring to enhance planning, evaluation, management and communications

Communication
<ul style="list-style-type: none"> • Excellent communication skills via a range of methods • Evidence of the ability to motivate, inspire, enthuse, persuade, negotiate with and influence others • Ability to use a range of different tools to communicate information, key messages and organisational achievements including social media channels. • Clear, conscious, accurate & appropriate written & oral communication • Proven ability to communicate effectively with people on all levels and from a variety of organisations
Self Motivation
<ul style="list-style-type: none"> • Proven ability to meet objectives on own initiative • Committed to continuous self-development • A willingness to work long and potentially unsociable hours if required (e.g. if attending an evening event for capturing marketing collateral) • The ability to support specific areas of teamwork and willingness to be held accountable for that work.
Teamwork
<ul style="list-style-type: none"> • Experience of collaboration with other team members, working to support them in achieving their contribution to organisational objectives • The ability to work as part of a team and a willingness to make an effective contribution to the work of the team. • The ability to lead specific areas of teamwork, and ensure other team members are aware of their role, responsibilities, and are accountable • Understanding the dynamics of teamwork when this incorporates other organisations and individuals that need to be influenced / supported in achieving the team goals
Organisation, Self-Management, & Response to Change
<ul style="list-style-type: none"> • Must have a strong alignment to the Wesport values • Able to reflect, learn, evaluate, and translate learning into action • Excellent personal organisation skills • Able to prioritise/meet deadlines as and when required • Able to cope with unexpected and stressful situations • An ability to chair and organise meetings, seminars, conferences and other related activities • Friendly & professional approach • The ability to work collaboratively • A willingness to keeps abreast of developments and contribute to the planning and implementation of change • A willingness to work towards a wide range of agendas, and enable the linking together of individuals from different organisations into an effective team with shared goals and responsibilities • Able to support the implementation of change in relation to role responsibilities in line with Wesport's strategy, vision and mission and a constantly changing national / local sector landscape.
Physical Requirements for this role
<ul style="list-style-type: none"> • Able to undertake all the physical requirements of the job, such as occasional travel to a variety of external locations e.g. for meetings or filming / photography of events • Able to work occasional evenings and weekends if required

How to apply

Moon Charity Practice has been appointed as chosen Search Partner for Wesport and will manage the recruitment process.

NB: All direct applications will be forwarded to Moon Charity Practice

To apply, please complete the Wesport Application Form, explaining your motivations for applying for the role, how your skills, knowledge and experience match the role outline, and what you can additionally bring to the role.

To ensure fairness to all applicants, any decision to shortlist you for an interview will be based solely on the information that you supply on your application form.

Therefore, it is important you give as much information as possible regarding why you wish to apply and what you think makes you a suitable applicant.

Moon Charity Practice is an equal opportunities employer and welcomes applications from all areas of society.

Completed applications should be sent by email to:

recruit@moonexecsearch.com

FAO: Leighann Beck, Quoting Ref: MC2546

Closing date for applications: Midnight, Sunday, 16th February 2025

Preliminary virtual interviews will be with Moon Charity Practice w/c 10th & 17th February. Interviews with Wesport will be held in person early March.

NB, We anticipate that only one round of panel interviews will be required but Wesport may invite candidates back for a second round, depending on the candidate pool.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

Wesport has retained Moon Charity Practice to manage this campaign and are therefore unable to accept CVs or applications from third party agencies. Any CVs and expression of interest received will be forwarded directly to Moon Charity Practice for consideration. On behalf of Wesport, Moon Charity Practice would like to thank you for your initial interest in their Strategic Lead opportunity.

Accessibility

If you require this document in an alternative format, please call Moon Charity Practice on 01275 371200 or email recruit@moonexecsearch.com

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

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