



Scottish Disability Sport (SDS) – Intern Communications Officer

Role Description/Specification

Overview

Scottish Disability Sport (SDS) is the Scottish governing and co-coordinating body of all sports for people of all ages and abilities with a physical, sensory or learning disability. SDS has the vision of leading inclusive sport in Scotland for participants and athletes with physical, sensory or learning disabilities and contributing to UK and International initiatives. SDS has published a national strategy which directs the work of the Association from 2017 to 2021. SDS lists its major partners as **sportscotland**, Scotland's Governing Bodies of Sport and Local Authorities plus Voluntary Organisations concerned with disability.

Role purpose:

Work with CEO and SDS Management Team to develop and deliver our communications strategy to inspire people in disability sports across the entire spectrum of activities of SDS: media and public relations, internal communications, brand awareness and profiling, advertising, marketing, digital and social media and production of both online and offline content.

Reporting to:

Chief Executive Officer

Key responsibilities:

Strategic leadership

- Report on and analyse all aspects of communications
- Develop and implement SDS' key messages in collaboration with board and management team, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Champion the SDS brand, ensuring consistency across all internal and external communications
- Identify issues that could potentially damage the organisation's reputation and recommend actions to reduce this risk
- Work closely with Fundraising and Sponsorship Director and CEO to deliver efficient communications and relationship management with stakeholders

Website

- Work with the Administration Team to co-ordinate the development and management of SDS' website content, making improvements to functionality, maximising its potential and monitoring its performance

Social media

- Manage and expand SDS's social media presence, sourcing and sharing newsworthy information from across SDS and profiling the successes of disabled athletes and volunteers. Produce regular reports detailing social media activity to share with staff. Link in with other national governing bodies where SDS have joint interest when appropriate.

Publicity and media

- Increase the organisation's profile across media, and with influencers and organisations
- Develop relationships with target media representatives
- Write releases, articles, and statements

Internal communications

- Contribute to the work of and act as an expert resource to the SDS Communications Group
- Contribute to the development and management of internal communications
- Brief staff on brand guidelines and required branding for specific events
- Analyse all aspects of communications on a quarterly basis and prepare a report to present at Team Days

Events

- Take the lead on identifying events and other opportunities to promote the organisation's work within the community
- Support campaigns and events with relevant publicity on social media
- Support co-ordination of regional events and represent the organisation

Person Qualities

- A passion and interest in developing a career in communications and marketing
- A passion for the development and promotion of sport for participants and athletes with a disability
- Ability to lead and influence across a range of partners
- A strong work ethic and positive, can-do attitude
- Be passionate about self-development with a desire to learn new skills

Experience

- Experience / knowledge of working in a communications or marketing environment
- Experience working with various social media platforms
- Knowledge / awareness of marketing strategies and techniques
- Experience of working under pressure to tight deadlines
- An excellent command of the English language, excellent written and oral communication skills.
- Experience of producing content for print and /or online publications
- Awareness of fundamental aspects of communications and a desire to expand upon this knowledge.
- Knowledge / awareness of communications strategies and techniques.

Skills and Abilities

- Excellent interpersonal, oral and written communication skills and the ability to distil information and materials into digestible and inspiring messages
- Advanced computer proficiency
- Good creative eye for detail and digital communications
- Excellent attention to detail and ability to work independently
- High standard of organisational skills with the ability to multi-task
- Ability to work collaboratively with both senior management and team.
- Be a confident face to face communicator and comfortable speaking at public events
- Ability to tailor communications for a range of audiences