



Athletics NI

Events, Membership &
Communications Manager

Recruitment Pack
April 2024

OUR PURPOSE AND VISION

To **inspire** more athletes of all abilities and backgrounds to fulfil their potential, have a lifelong love for the sport, and ensure an inclusive sport where everyone belongs and can flourish.

Alongside this we aim to unite the athletics community to overcome the current challenges and work collaboratively to safeguard the sport for the future.

OUR MISSION

We seek to increase participation and performance success in athletics at all levels and across all disciplines, ensuring a positive and enjoyable experience for all. We will provide opportunities and enter into partnerships that will inspire and empower organisations and individuals of all ages, genders, races and abilities to achieve their full potential. In everything we do we will focus on safety, wellbeing, equality and positive social impact.

OUR VALUES

We integrate our core values throughout Athletics Northern Ireland in order to build trust, guide behaviours, and maintain a culture that supports achievement of our agreed objectives.



INTEGRITY

Everyone involved in our sport will be respected and treated fairly with a focus on positive relationships, facilitating inclusion, collaboration, mutual support and empowerment.



ACCOUNTABILITY

Everyone involved will be clear about their responsibility to deliver in their role, and to report performance accurately and promptly. All decision making will be clearly communicated and aligned to the strategy.



TRANSPARENCY

We will share relevant information, to support trust and alignment. Equally where confidentiality is necessary, we will operate discretion to protect our staff, members and the sport as a whole.



EXCELLENCE

We will plan, act, reflect, and really listen, to drive innovation and continual improvement. We will ensure our policies and procedures are fit for purpose and consistently applied.



FUN

We want people to feel excited and inspired by our sport, in a safe environment with fun and enjoyment at the heart of athletics.



Events, Memberships & Communications Manager

Job Detail

| | |
|--------------|--|
| Job Title | Events, Memberships & Communications Manager |
| Reports to | Chief Executive Officer |
| Location | Athletics House, Old Coach Road, Belfast BT9 5PR |
| Report To | Permanent, subject to funding |
| Hours | Fulltime (37.5 hours per week). Evening and weekend work necessary |
| Remuneration | £35,000 |

Events, Membership & Communication Manager Job Description



Job Purpose:

The develop and manage Athletics Northern Ireland's competitions and calendar of events; to lead on development of organisational communications and; to be responsible for development of the overall membership offer of the organisation and its online membership database.

MAIN AREAS OF RESPONSIBILITY

Event Organisation

The Events, Memberships & Communications Manager will have a key role in the Senior Management Team. They will lead, develop and manage Athletics Northern Ireland's calendar of events ensuring advance planning and delivery of quality events for athletes, clubs and international teams. They will project manage top tier events including making applications for funding to public sector bodies, partners and potential sponsors. They will line manage and supervise support staff and work effectively with the Marketing Team and our officials and sub-committees.

Duties to include:

- Plan, prepare and organise all aspects of events promoted by Athletics NI
- Directly lead on the management and organisation of key events
- Create and maintain the event business cases in line with the current financial procedures.
- Management of day-to-day operations including developing, implementing and monitoring office systems, including database management of club membership lists, online entry systems.
- Train relevant staff on the use of online entry and other event systems
- Lead the Marketing Team to ensure all events are fully promoted and branded
- Leading partnerships with key organisations to ensure Athletics NI events are delivered to the highest standard. Attendance at external events, to undertake management & coordinating duties
- Build an effective events team across Athletics NI including working with committees, marshals, officials, members and volunteers.
- Assisting the Officials Coordinator with the deployment of officials and volunteers at events.
- Supervising the Admin & Events Assistant to ensure relevant events administration is carried out satisfactorily – including permits, returns, online entries & club membership lists
- Ensure safety protocols are followed around use and maintenance of the starter's gun and ammunition.
- Deputise for CEO in relation to event management in her absence.

Membership

- Oversee the overall membership offer of the organisation including online database management & development and any changes to membership categories or costs passed at AGM.
- Updating developing and maintaining all databases ensuring GDPR compliance is adhered to at all times.

Media and Communications

- Overall Oversight of the organisational Communication Strategy and collaborate with Senior Managers to engage full staff compliment in organisational wide communications.
- Oversight of planning and delivery of key messages created by individual departments and support staff teams to implement communication messages.
- Supervising the Marketing Team to ensure relevant marketing duties are carried out satisfactorily – including social media content creation, news stories, maintenance of marketing databases etc.
- Liaise with appropriate staff at UK Athletics to ensure that their communication strategy is appropriately implemented in NI and that sponsored UKA initiatives as they occur in NI are properly branded and serviced.
- Build up excellent working relationships with key journalists and relevant media contacts.
- Manage key media service contracts and review and evaluate key service providers e.g. PR, Advertising, Design and Print
- Oversight of relevant data and insight for the organisation to ensure future practice is evidence based.
- Oversight of the maintenance of the websites and ensure the effective use of Facebook, Twitter and other social media throughout the organisation
- Train relevant staff and athletes in handling media queries and interviews

Events, Membership & Communication Manager Job Description



Job Purpose continued.....

People Management

Support the CEO in providing leadership and direction for staff and in particular the Events, Memberships & Communication Team ensuring they are fully equipped to do their roles by:

- Manage team recruitment and development, and maintain regular individual supervision
- Manage team annual leave, Toil and other absence.
- Ensure a culture of accountability at all levels through the effective oversight of performance management and appraisal systems across their team
- Foster effective teamwork amongst the team and with colleagues
- Monitor daily workload to ensure quality, consistency, and accuracy of engagement with stakeholders, ensuring these team members perform to agreed standards and targets and deal with under performance
- Ensure that all communication channels effective and that information flows appropriately
- Ensure adherence to HR policies and procedures
- Ensure the implementation and communication of the Health and Safety policy across all areas of work to ensure legal requirements are met and a healthy, safe and productive work environment maintained including risk assessments.

Organisational Sustainability

- Work with CEO to ensure Events, Membership and Communication's work is financially sustainable by establishing viable annual and event budgets to ensure the most efficient and effective use of resources
- Ensure Events & Communications work is delivered with organisational strategy and policies
- Manage own budget, keeping under review, to ensure that your budget remains within the targets set.

- Contribute to the development and implementation of the organisations Strategy & business plan, based on objectives agreed by the Board including preparing reports for the Board and reporting to the Board on request.

Professional Development

Continuously strive to develop themselves professionally and improve capability in the leadership of Athletics NI and its staff.

Other

- Ensure that all Athletics NI policies and procedures are adhered to at all times
- Any other reasonable duties consistent with the objectives and strategic plan for the organisation
- The post is subject to an acceptable Access NI disclosure
- The post holder must maintain an appropriate standard of confidentiality and comply with Athletics NI's Company Rules, Policies and Procedures.

General

The key responsibilities above give a broad outline of the functions of the post. However, these duties must be approached in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake other duties appropriate to the grade of the post as allocated by your line manager as part of working in a small team to deliver the objectives of Athletics NI from time to time.

Person Specification

1.0 Qualifications & Attainment

Essential

- A third level qualification in Sports / Events / Marketing
- or relevant subject and three years relevant experience in a Sports/Marketing/Events Management role
- Or Minimum of five years' experience in a Sports Marketing/Events Management role

Desirable

- Athletics Official qualification
- Project Management Qualification

2.0 Experience

Essential

- Experience in planning, managing and delivering high quality events to meet deadlines and budgets
- Experience in influencing and leading change in attitudes, processes and behaviours
- Experience of line managing staff
- Experience of leading volunteers to achieve success

Desirable

- Experience of leading and managing high quality athletics competitions to meet deadlines and budgets
- Track record of success in previous Sports Development roles
- Experience leading and managing a multi-dimensional team

3.0 Skills and knowledge

Essential

- Project management skills to enable effective leadership of the organisation's events and related projects
- Highly developed verbal and written communication skills with the ability to communicate and present clearly to a wide range of audiences in a variety of situations
- Excellent organisation & time management skills with an ability to work collaboratively & manage multiple project & deadlines simultaneously
- Meticulous attention to detail and high level of accuracy
- Excellent judgement, decision-making & problem-solving skills and the ability to use these skills effectively under pressure
- Excellent relationship management skills, effective in managing these internally, externally and across all levels of the organisation
- Highly competent working with electronic systems and tools
- Comprehensive knowledge of the sport sector from having worked in either professional or volunteer roles

Desirable

- Knowledge and understanding of Athletics in Northern Ireland and the current competition structure

4.0 Circumstances

Essential

- The post holder must maintain an appropriate standard of confidentiality and comply with Athletics NI's Company Rules, Policies and Procedures
- Personal circumstances must allow the candidate to work extended hours on occasions during times of peak activity (competitions) including evenings and weekends
- Commit to working on weekends and evenings whenever necessary
- The post holder must have access to a mode of transport that will allow them to carry out the duties and responsibilities of the job
- The post holder will be required to travel and attend occasional evening and weekend events as may reasonably be expected within the scope of the post.
- The post is offered subject to an acceptable Access NI disclosure

How to Apply



Please apply by downloading the application form and monitoring form .

For more information or any assistance on downloading the application forms please email seniorhradvisor@viablecs.org

No CVs will be considered

Interviews will be held at Athletics House, Belfast.

Closing Date for applications is 12 noon on Friday 10 May 2024.

All completed applications to be sent to seniorhradvisor@viablecs.org.

Athletics NI is an equal opportunities employer.



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