

# National Lead–Marketing & Communication

<b>Salary Scale:</b>	Grade 5 (£27,498 - £33,420)
<b>Hours of Work:</b>	37 hours per week, but flexible working expected
<b>Work Area:</b>	National (England) – may involve some international travel
<b>Office Base:</b>	TASS National Office, Newcastle upon Tyne.
<b>Responsible to:</b>	National Director
<b>Responsible for:</b>	None

## Role Summary

The post holder will lead on developing and delivering an integrated marketing and communications strategy. This role is solely responsible for the promotion of the TASS programme and projects, in addition to the delivery and marketing of events.

- Acting as the lead in the area of marketing, communications and PR, working with the TASS team to effectively promote TASS and its aims
- Working at both a strategic and operational level to develop and implement the TASS marketing and communications plan
- Working with the SportsAid Communications Manager to deliver a coordinated SportsAid/TASS communications strategy

## Key Responsibilities, Main Tasks and Activities

To lead on and deliver appropriate activity across the marketing and communication mix, including, but not limited to:

- Managing the use of the TASS brand – both visually and editorially – in line with the TASS Brand Guidelines to ensure TASS is represented accurately and consistently
- Developing and delivering a communications and public relations plan that reflects TASS priorities, identifies potential issues and engages relevant stakeholders
- Managing, developing and maintaining the TASS website and social media platforms
- Producing regular news content, email newsletters and network updates to communicate information from across the core TASS work strands
- Working with the TASS team to develop, support and promote a programme of TASS events including workshops, conferences and network events
- Maintaining and updating the TASS alumni database and leading on the engagement of alumni athletes through appropriate communications activity
- Conceptualising, developing and delivering marketing initiatives or campaigns for TASS athletes and the TASS network in order to promote the organisation
- Working with external suppliers, including agencies, to maximise the efficiency and the effectiveness of the TASS marketing and communications output
- Maintaining and updating historical data about TASS, including key statistics on TASS athletes and the TASS network
- Managing and developing the TASS photo and film library, and engage with partners to continually expand the archive
- Developing key relationships with the Sport England to embed and promote TASS in their thinking and outputs

- Maintaining relationships with target media as their primary contact within TASS
- Dealing confidently and professionally with external communications and enquiries
- Ensuring that TASS complies with all statutory legislation in the area of communications, including, but not limited to GDPR and freedom of information
- Attending, contributing to and providing regular reports at appropriate meetings associated with the programme, and similarly to key stakeholders
- Undertaking any other reasonable duties commensurate with the role for the National Director

**This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation.**