

Regional LSP Communications Officer – Leinster & Ulster

Kilkenny Recreation & Sports Partnership

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: 37.5 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: Kilkenny Recreation & Sports Partnership, 5 Dean Street, Kilkenny, R95 HD79. A hybrid working model will be available.

Reporting to: LSP Line Manager

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 re-imbursed where appropriate.

How to apply: Please forward CV along with cover letter.

Extended Closing date: Friday 20 May 2022

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. Kilkenny Recreation & Sports Partnership 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 is being established.

REPORTING RELATIONSHIP

The post of the Regional LSP Communications Officer for **Leinster and Ulster (Cavan, Donegal & Monaghan)**, is hosted by Kilkenny Recreation & Sports Partnership. The post holder will report to the Coordinator of the Kilkenny Recreation & Sports Partnership 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 National LSP Communications Coordinator and the National LSP Communications Working Group on issues relating to the campaign development and delivery in line with LSP policy.

PURPOSE AND SCOPE OF THE POST

The Regional LSP Communications Officer will work together with the Regional Communications Officer for Munster and Connacht, the National LSP Communications Coordinator and the LSP Communications Working Group, to develop a national LSP Communications plan with a focus on key target groups underrepresented in sport and disproportionately affected by the pandemic; 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 LSP's in your region in order to communicate the progress of the project.

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

1. Development of sustainable communications resources and tools to raise awareness of the LSP network itself and their programmes for key target groups
2. Development 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 will contain 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.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Project Co-ordination and Collaboration

- Contribute to the development of the National LSP Communication Plan in collaboration with the National Communications Coordinator, the Regional Communications Officer for Munster & Connacht and the LSP Communication Working Group.
- Develop and maintain data to ensure accurate and timely reporting of progress in line with key performance indicators of the programme.
- Contribute to the set up and implement appropriate structures for the implementation of the National Communications Plan including goal setting and milestones.
- Carry out an analysis of the current strengths and weaknesses of local LSP Communication activities.
- Act as the main point of contact for all key regional stakeholders involved in this Communication framework.
- Work closely with the regional LSP teams to ensure the consistent implementation of the overall plan.
- Consultation – support the consultation and engagement with all the relevant regional stakeholders with regard to the development and implementation of the plan.

Communications & Marketing Tools

- Assist in the creation of and development of a range of sustainable approaches that champion engaging communications to build, promote and optimise the brand, image and reputation of the Local Sports Partnerships, their programmes and the LSP network.
- Ensure the development and implementation of a regional marketing and media strategy derived from the national marketing and media strategy.
- Assist in the creation of and development of a range of sustainable communications and engagement approaches with key target communities working closely with the LSP network and national support groups and organisations.
- 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 regional LSP network using appropriate media and other communication channels.

Capability Development

Capability Development – Assist in the development and implementation of a training program to enhance the capability, knowledge and skills of regional LSP staff to equip them to be able to lead and own communications and marketing activities at a local level.

Finance & Administration

Finance and Budget management - Prepare, deliver, agree and monitor budgets on an ongoing and timely basis linked with the development and delivery of the agreed operational plan, obtaining LSP Communication Working Group approval for the financial and budgetary requirements necessary to achieve the plans.

Reporting and Evaluation – assist in carrying out of research and needs analysis as appropriate and as required ensuring any gaps identified are fully addressed. Assist with the measurement, monitoring and evaluation of performance and the impact of the National LSP Communication Plan initiatives in line with Sport Ireland requirement.

The above Job Description is not intended to be a comprehensive list of all duties involved and consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post while in office.

Person Specification

Qualifications

Qualification or proven experience of at least 3 years working in one or both of the following disciplines:

- Marketing
- Communications/PR

Relevant Degree in Marketing, Communications, PR or equivalent qualification.

Experience/ Knowledge

- You will be required to demonstrate evidence of:
- Implementing an integrated Communications Strategy/Plan incorporating PR, social media, website, traditional communications methods etc.
- An excellent understanding of how to communicate and promote the values and identity of an organisation to diverse audiences and using a variety of communications.
- Ability to contribute to the development of tools, processes, resources and training materials to support and upskill an organisation and its team in implementing a communications or marketing plan.
- An excellent grasp of the various methods of communication, social media, display advertising, website metrics and best practices.
- Solid financial administration and budgeting background with experience of estimate preparation and managing budgets with particular emphasis on cost saving/value for money.

It would also be desirable for candidates to have:

- Experience and/or understanding in the areas of community sport and physical activity administration.
- Experience and/or understanding the community sector in a developmental and supportive capacity.
- Understanding of targeting groups with low levels of participation in physical activity and the barriers which inhibit their participation.
- Experience and/or understanding of Local Government
- Understanding of the international, national sport and physical activity sector relative to Policy, Funding and the Global Action Plan for Physical Activity.

Skills and Competencies

Interpersonal Skills

- Excellent relationship building & interpersonal skills
- Ability to engage with stakeholders in public, private, and voluntary organisations

Personal effectiveness

- Ability to prioritise, plan and deliver the delivery of a work programme and produce high quality of work.
- Self-starter and self-motivated approach to work
- Proven ability to make decisions
- Strong IT, administrative and organisational skills.
- Excellent verbal and written communication Skills

Delivering Results

- Ability to produce, access and disseminate information efficiently and accurately.
- Ability to prepare, monitor and manage budgets
- Ability to produce high quality communications and marketing material.
- Ability to provide and/or facilitate training to LSP staff

Attitude and Motivation

- Awareness of the importance and value of participation in sport, physical activity and active lifestyles.
- An understanding of and a personal commitment to the Vision and Values of the Sports Partnership.
- A constructive, positive and progressive attitude to working as part of the LSP team and an ability to develop partnerships with the wider community.

Transport

- Full, clean driving licence and use of personal transport for work
- Willingness and ability to travel

Garda Vetting

It is essential that all applicants have a full clean disclosure provided by Garda Vetting and that this is updated as necessary and when required.

Health

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.