



WALES NETBALL
PÊL-RWYD CYMRU

Basketball Wales and Wales Netball: Communications Officer

About Basketball Wales

Basketball Wales is the National Governing Body for one of the most popular participation sports in Wales. The sport is continuing to grow across the country and children want more opportunities to play the game. This role is being created to help us meet that demand.

Basketball Wales consists of a Board of Directors, sub committees, community clubs, players, coaches, officials and volunteer members who are responsible for all aspects of the sport from grass roots to performance national teams.

Our new strategy will have community development, partnerships and inclusion at its heart, and we are committed to creating a vibrant, diverse basketball community. We believe everyone in Wales should have the opportunity to enhance their lives by becoming part of the basketball community.

About Wales Netball

As the National Governing Body for Netball across Wales, our **ambition** is to be 'Bigger, Better and Bolder than before' by 2030.

Bigger: More people playing Netball in Wales than ever before

Better: A performance system that results in our highest world ranking ever

Bolder: Pioneering a new business approach for our sport

Our **core values** are: Inspire, Aspire, Connect & Respect. These are at the heart of everything we do, and we talk about them regularly as a staff team.

We have four **Departments**; Commercial, Operations, Participation and Performance, and each member of staff has a clear understanding of how they contribute to the 2030 strategic plan.



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About the role: Basketball

This is an exciting opportunity to play an important role in working with the national governing body to promote basketball across Wales.

Working with the Chief Operating Officer (COO) and the Directors of Communications you will support the delivery of all aspects of Basketball Wales communications, gaining an excellent understanding of the variety of work that is undertaken by the board and volunteers across Wales as well as the work of Sport Wales, other Home Nation Associations and Great Britain Basketball, our partners, and sponsors.

You will have a good eye for a story and be able to use your creativity to contribute to a wide range of communications activity. This will include writing copy for our e-newsletter, updating the website, creating social media content, and supporting with the delivery of events and campaigns.

You will use your knowledge and passion to support the COO, staff, directors, and volunteers in using communication activities to support our new strategy and to achieve our objectives.

About the role: Netball

The objective of this role is to ensure Wales Netball presents and projects itself in a clear and engaging manner that reflects the breadth of its activity (Participation and Performance) and maximises media opportunities.

The Officer will be responsible for managing Wales Netball's own communication channels and leveraging external media to grow the Wales Netball brand, deliver relevant information to Wales Netball customers, heighten engagement with the netball community, partners and sponsors and increase the visibility of the sport.

The Officer will understand the communications and digital needs of the business, ensure the business' messages are delivered in a co-ordinated and integrated fashion and that content is developed and tailored to maximise consumer engagement. The Officer will build relationships and work closely with external media to maximise visibility of the sport for Wales Netball.

The Officer will be part of the Operations Department.



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Role and responsibilities: Basketball

- To research and draft written copy for newsletters, websites, presentations, and other communication channels as appropriate.
- Briefing photographers and videographers to produce and edit engaging content to support Basketball Wales' key messages for our members, partners, and sponsors across a range of platforms including social media.
- To support the COO and Director of Communications in publishing content across social media channels, monitoring and engaging with audiences across these platforms.
- To support the delivery of events across Wales.
- Using a content management (e.g., tweetdeck) system to maintain and update content on the Basketball Wales website.
- To assist with the production of reports and other corporate material.
- Annual communication calendar including key holidays, celebrations and sporting events
- Produce regular engagement report that evaluate content and output to shape future activity.
- Ensuring the correct use of branding according to company guidelines.
- Work flexibly, performing any other duties as required, where relevant to the post.

Role and responsibilities: Netball

- Increase awareness and visibility of netball through clear messaging around the sport.
- Ensure Wales Netball brands are consistent and visible.
- Lead the management of Wales Netball communication channels, including but not limited to websites, social and digital media, ensuring content is relevant and engaging maximising reach of our messages and content.
- Review sample of content prepared by the Support Officers within each department before scheduling on social platforms.
- Responsibility for website content management alongside the BSO.



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- Engage with the community to identify and help create new opportunities aimed at increasing participation, broadening engagement and membership.
- Communicate new products to the membership and key stakeholders.
- Produce small to medium length article templates to accompany digital news stories – working with Support Officers to produce new stories.
- Use Meta Business Suite to schedule social media content.
- Using previous templates on Canva, create posts for social media relevant to announcements.
- Support membership consultation forums and media steering groups where appropriate.
- Overseeing the management of press conferences and media days when applicable.
- Manage all media relations – liaising with media, athletes, and relevant personnel to arrange interviews.
- Ensure all staff, athletes and coaches are aware of communication priorities and that they are on message – sharing content for campaigns (e.g., Clean Sport Week, etc.).
- Liaising with relevant personnel, lead on the delivery of campaign content and sharing relevant communications with stakeholders (e.g., Mental Health Awareness, Keep Your Child Safe in Sport Week, etc).
- Presence at some National events to promote across social media platforms – support the Support Officers where applicable.

Additional

- Carry out any other duties as are within the scope, spirit and purpose of the job as requested by the Line Manager and CEO.
- Proactively comply with and promote all organisation policies, in particular those relating to Safeguarding, Equality and Diversity, Mental Health and Data Protection.



Person Specification

Skills and Abilities	Essential	Desirable
Enthusiasm for communications and an ability to communicate ideas in an inspiring manner	✓	
Ability to work for periods on own initiative while understanding the importance of liaison and proactive communication with wider staff.	✓	
Resource, project, time, and budget management skills	✓	
Good interpersonal and communication skills, including verbal and written	✓	
Demonstrable initiative, creativity, and opportunism in identifying opportunities	✓	
Graphic design skills		✓
Ability to turn Ideas into marketable products		✓
Knowledge and Experience	Essential	Desirable
Qualifications Educated to a degree level or equivalent in a sports related subject, communications and marketing, or exceptional work experience		✓
Computer literacy, preferably with knowledge of MS Word, Excel and PowerPoint and new innovative software/apps/ platforms	✓	
Managing high turnover of projects and reactive requirements	✓	
Proven organisational skills and the ability to manage multiple projects within tight deadlines	✓	
Managing communications to a wide range of target audiences	✓	
Knowledge of Netball and Basketball, it's History and the potential it has		✓
Experience of working with athletes and empathy for the demands of elite athletes		✓
Experience of working with Media companies (BBC/ITV, S4C, private companies) PR industries; established media contacts		✓
Experience of relationship building and management across a wide range of partners and external communications agencies	✓	
Demonstrable experience of creating and delivering a communications strategy	✓	
Experience of brand management	✓	
Involvement in the redevelopment of a visual identity or rebrand		✓
Website Management and use of content management systems	✓	



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Understanding of visitor monitoring and membership development		✓
Experience of managing campaigns		✓
Experience of reviewing products and their placement in the business		✓
Able to demonstrate ability to identify gaps in the market and provide innovative solutions	✓	
Work Ethic	Essential	Desirable
Calm under pressure	✓	
Flexible and adaptable, ability to prioritise	✓	
Willing to learn new skills	✓	
Honest and not afraid to challenge positively	✓	
Positive and proactive approach to work	✓	
Understands the importance of confidential information and how to handle it	✓	
Action orientated approach, focused on achieving successful outcomes	✓	
Other	Essential	Desirable
Possession of a valid UK driving license with the use of a car		✓
Welsh Language		✓
Flexible working – evenings and weekends	✓	



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Equality, Diversity, and Inclusion

We welcome and encourage applications from people of all backgrounds. Wales Netball is committed to creating an inclusive culture, through fostering a diverse workforce. As part of your application, we have a voluntary equal opportunity form that would help us to achieve this, the form will be emailed once your application has been received.

Terms of Appointment

Role: Full-time equivalent – 2.5 FTE Basketball Wales 2.5 FTE Wales Netball

Full Time fixed term contract until August 31st, 2025, and is subject to the completion of a 3-month probation period.

Salary: £24,000 per annum

Annual Leave: 22 days per year excluding bank holidays.

Location: Sport Wales National Centre, Cardiff, with flexibility to work from home 2-3 days during the typical working week.

Reporting to: Basketball Wales: Chief Executive Officer, Wales Netball: Head of Operations

How to Apply

Please send your C.V **and** either a Cover Letter or Application Video outlining your suitability for the role, and how you meet the essential and desirable aspects of the job description to recruitment@walesnetball.com (If choosing an Application Video please upload it to a Dropbox (no other files storing links will be accepted) and include the link in your application email.

Closing Date for applications: 12pm on Wednesday 12th June 2024

Interview Date: Thursday 20th June 2024 (face to face or virtual)

For an informal conversation about the role please contact Gavin Williams (Basketball Wales) and/or Laura Milford (Wales Netball) by email: ceo@basketball.wales or laura.milford@walesnetball.com

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