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## **BPA (becoming British Skydiving)**

# **Communications Manager**

### **The role**

The post reports to the Chief Operating Officer and the Communications Committee through the Communications Chair.

The Communications Manager provides professional support to the COO, Safety & Technical Officer (STO) and Secretary-General and strategic support to the governing Council through its Communications Committee in delivering the strategic plan for British Skydiving. The plan helps to realise our vision to secure skydiving as a safe, enjoyable and accessible sport for all whilst ensuring that the needs of all our stakeholders are met.

British Skydiving's ambitious strategic objectives are predicated on accurate, timely and engaging communications. Presently British Skydiving has no dedicated communications specialist on the staff and is short of editorial resource: and of an over-arching, joined-up, concerted communications activity to our range of stakeholders. This resource is essential to the success of our strategic plan - especially in this age of social media.

A key part of the role will be public relations and developing links with mainstream media for the promotion of competitions and events so that Skydiving is seen as a sport.

### **Hours**

Hours are as required to discharge the responsibilities of the post, based on a nominal full-time 35-hour week. The post will be based at our Leicester HQ and will involve travel, expenses paid, to the UK and possibly beyond, typically to report on competitions and events, many of which may take place over a weekend, including bank holiday weekends. Attendance at daytime and evening meetings, often at HQ, will also be required.

### **Job description**

Content manager/editor of British Skydiving's websites  
British Skydiving's voice on social media and promote our values  
Develop British Skydiving's social media  
Report from competitions and events, including Facebook Live or equivalent  
Run digital campaigns to pursue initiatives from the strategic plan  
Identify digital opportunities including new apps, etc  
Help to facilitate digital connexions across the organisation and the sport - digital membership cards, etc.  
Edit and publish annual 'British Skydiving Review of the Year'  
Conduct digital membership surveys and consultation  
Editor, BPA e-Newsletter (6 issues a year, in non-Mag months)  
Commission, edit and develop videos for British Skydiving's YouTube Channel, British Skydiving's websites, etc  
Promote, market and report on British Skydiving's annual Skydive the Expo  
Monitor activity and engagements and respond appropriately  
Maintain British Skydiving's photographic and video library  
Liaise with suppliers of digital services to British Skydiving  
Promote of British Skydiving nationally and internationally, to the media and the wider public  
Work in collaboration with Magazine Editor

Liaise with and support the Editor of BPA Skydive the Mag, including content generation  
Subedit for technical staff on technical publications including manuals  
British Skydiving Annual Report  
Draft speeches and presentations for the officers and executive staff as required  
Respond to media enquiries (except on operational incidents, which is COO/STO)  
Liaise with suppliers of print services to British Skydiving  
Assist staff colleagues with composition and proof-reading  
Develop and deliver promotional awareness of the sport to the wider public.

*Note: BPA Skydive the Mag (6 issues year) is retained with the existing highly competent and experienced Mag Editor and is not therefore envisaged to form part of the Communications Manager role. Nor will communications on operational incidents in the sport, except where requested by, and under the direct guidance of, the Chief Operating Officer and/or Safety & Technical Officer.*

### **Strategic development of British Skydiving**

Assist and advise the COO, STO, Secretary-General, Communications Committee and others in the communications dimensions of pursuing initiatives within the strategic plan, developing a communications plan to implement agreed communications projects which may include marketing and PR.

Public relations and developing links with mainstream media for the promotion of competitions and events so that Skydiving is seen as a sport.

Any other duties that may reasonably be required to meet the objectives of British Skydiving.

### **Person specification**

#### **Essential:**

- An experienced communications professional, ideally with a solid track record of communications in sport, membership organisations, and/or the not-for-profit sector.
- A competent writer and editor of words and images, who understands tone of voice, knowledgeable and experienced in the use of social media, including Facebook, Twitter, Instagram, etc, aware of new developments and opportunities in social media, and experienced in web content management.
- Of a resilient disposition, with the diplomacy, enthusiasm, interpersonal skills and drive, to work in multi-disciplinary teams and on your own initiative to reflect positively on British Skydiving.
- Holder of full UK driving licence.

#### **Desirable:**

- A BPA member, perhaps even a coach or instructor.
- A photographer / videographer in our sport, as visuals play such a huge part in making our communications appealing and effective.

#### **Personal qualities:**

- A team player able to fit in and work as part of the British Skydiving team, including staff and volunteers, who is capable of negotiating the bounds of their role and working on their own initiative within them.
- Know what you don't know, but know who to ask.