



Head of Communications

The role

The British American Football Association (BAFA) is the recognised National Governing Body for the sport of American football in the UK, both contact and flag. BAFA is responsible for all regulatory, competition, performance and development aspects of the game.

The organisation has been undertaking an exciting governance transformation over the past few years and there is an opening for the role of Head of Communications. This role is responsible for all BAFA communications, including but not limited to website and social media content.

The current Head of Communications, James Platt, will assist in the transition process before stepping down to focus on other work and family commitments.

Responsible to: Pete Ackerley – BAFA CEO

Length of term: Open

Position type: Voluntary

Suggested hours: 10-20 hrs p/w

Responsibilities

- Develop and implement an ongoing communications and digital strategy and delivery plan for BAFA communications that supports the wider NGB strategy
- Ensure BAFA is communicating in a clear, simple and effective way
- Create an integrated BAFA communications calendar reflecting the operational and competition life-cycle and National Programme activities
- Manage a team of people and ensure that all members understand the team's objectives and work together to achieve it.
- Act as a trusted partner to board members and commission leads to advise on business as usual, strategic and incident internal communications needs
- Ensure effective and transparent membership communications
- Develop clear BAFA communications governance, processes, and brand and tone of voice guidelines
- Create tools and templates and provide coaching and education to help all areas of BAFA communicate effectively
- Act as overall gatekeeper of BAFA brand and communications channels
- Manage leadership communications from BAFA chair, BAFA board members and Chief Executive as required



- Help support the communication needs of BAFA commissions and National Programme
- Develop measures of communications success
- Request and manage any communications related budget with BAFA finance director as appropriate
- Create and publish high-quality content for BAFA communications channels as appropriate, including announcements, updates, social media posts and emails
- Ensure all submitted content is edited as required to be clear, engaging and reflect BAFA tone of voice
- Help build a network of trusted content contributors for BAFA events, such as National Finals and National Programme activities

Requirements

Key Skills

- Excellent verbal and written communication skills
- Good level of proficiency with Microsoft Office applications
- Previous communications or content experience
- Experience and understanding of different social media channels including Facebook, Twitter and Instagram

Desirable Skills

- Previous experience of media relations or PR
- Broad experience of different communications and marketing channels
- A good understanding of the landscape and challenges of British American Football

Key competencies

- A problem solver with the ability to think outside the box and act on their initiative
- Strong interpersonal and excellent leadership skills
- Ability to prioritize and plan effectively and meet deadlines
- A passion and enthusiasm for American Football
- High level of integrity.
- Be able communicate concisely, effectively and with transparency.
- Act as a positive role model for the sport
- Take responsibility and be accountable for collective actions.
- Be able to work in partnership to develop solutions to challenges.
- Demonstrable commitment to ethics within sport.
- Demonstrable commitment to equal opportunities and equity
- Enthusiasm for sport of American football



Additional Responsibilities

Job descriptions cannot be exhaustive and the post-holder may be required to undertake other duties broadly in line with the above key responsibilities.

Diversity and inclusion

The British American Football Association embraces equality, diversity and inclusion both on and off the field of play, where everyone can bring their whole selves to the organisation. We encourage job applications from suitably qualified and eligible candidates irrespective of their age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, marriage and civil partnerships.

How to apply

If you are interested and meet the requirements of the role, please send your CV with two character references and a cover letter to Volunteers@BritishAmericanFootball.org no later than the 25th of Nov 2021.

You will be notified if shortlisted and interviews will be conducted shortly after.