

JOB DESCRIPTION



TITLE

Communications Lead

2. OVERALL PURPOSE OF THE ROLE

The Communications Lead is an integral member of the Marketing & Communications team, working closely with the Marketing Manager to produce effective communications across all the organisation's activities, including:

- The delivery of day-to-day written communications for the BD website, updating members on competition and training activity, as well as news updates.
- Creating engaging and informative content in both written and digital form, to support the overall Marketing & Communications strategy.
- Acting as the main point of contact for the media, including writing press releases, generating publicity, as well as monitoring and responding to media coverage.

3. MAIN RESPONSIBILITIES

- Ensure that all communications support the delivery of BD's strategic and operational plans, to effectively promote our projects, initiatives and objectives.
- Lead the delivery of day-to-day written communications for the BD website, updating members on both domestic and international competition activity.
- Champion and support inter-departmental communication across the organisation.
- Deliver external communications and PR activity, answering media enquiries, providing support as required, generating positive news and storytelling opportunities.
- Management and activation of a busy newsletter schedule, providing copywriting support to other internal teams for stakeholder communications.
- In conjunction with other members of the Marketing & Communications team, develop and maintain the BD social media content calendar.
- Support video content creation for BD social media and other digital channels.
- Support the Marketing & Communications team to deliver accurate and creative written communications and social media content for members and stakeholders.
- Generate positive storytelling through rider case studies to promote to the media. Proactively source stories within the dressage community at all levels of the sport.
- Identify any new opportunities, trends or potential content collaborations.
- Manage the event media accreditation process, maintaining relationships with key publications and photographers throughout the season.
- Provide on event support at major BD championships and events, working with the team to cover the press office requirements and deliver social media content.

- Assist with the content and production of the British Dressage members' magazine and other membership materials, including event programmes, as required.
- Work with Development Officers and Regional Committees to support and enhance the communications effort within the regions.
- Work with counterparts in British Equestrian and the other Olympic disciplines to deliver consistent messaging on key topics and issues.
- Support the delivery of corporate communications, including quarterly CEO updates, members' meetings, Annual Report and the Annual General Meeting.
- Undertake any other tasks as requested by the Marketing Manager, Board or CEO.

4. REQUIREMENTS FOR THE ROLE

Knowledge / Experience:

Essential

- Proven experience working in a similar communications role.
- Keen interest in equestrianism and good working knowledge of dressage.
- Excellent copywriting and proofreading skills, with strong attention to detail.
- Ability to produce creative and effective content for digital channels.
- IT literate, with good working knowledge of Microsoft Office suite.
- Strong research, editing and proofreading skills.
- Full clean driving license and own car.

Desirable

- Supporting MarComms / PR qualifications would be preferable but are not essential.
- Additional experience of Canva or Adobe suites would also be beneficial.

Personal Skills / Characteristics

- Positive, enthusiastic, self-motivated, and proactive with a 'can-do' attitude.
- High standards of written and verbal communication, with excellent interpersonal skills.
- Ability to multi-task, prioritise workload, work under pressure and meet tight deadlines.
- Highly organised, with a structured approach to work and strong attention to detail.
- Flexible and adaptable, equally adept at working independently or as part of a team.
- Personable approach, with the ability to build strong professional relationships.

5. REPORTING

Line Manager: Marketing Manager