



Wooden Spoon

The children's charity of rugby

Communications Lead – LMAX Exchange Everest Rugby Challenge

Reporting to:

Director of Marketing, Communications and Community Investment

Based:

Fleet, Hampshire with opportunities for home working

Hours:

Full-time (flexible 9-5 with some out-of-hours working required)

Salary:

£35k to £40k depending on experience

Deadline:

Friday 5 October

Overview:

We are looking for a dynamic, proactive and experienced communications professional to work on an exciting international event for the leading children's charity of rugby.

The event:

In 2015, Wooden Spoon went to the North Pole and set a Guinness World Record for the northern most game of rugby ever.

In 2019 we're going bigger and better.

We're tackling Mount Everest where we will attempt to break TWO Guinness World Records.

Rugby World Cup winners Tamara Taylor and Andy Gomarsall, International Sevens Player of the Year, Ollie Phillips and Wales' leading try scorer, Shane Williams will lead four teams to attempt to play the highest game of full contact rugby AND the highest game of touch rugby in history.

The event aims to raise a minimum of £200,000 which will help fund projects that support children and young people with disabilities and facing disadvantage across the UK and Ireland.

The role:

The Communications Lead has a key role to play in delivering marketing communications for all key stakeholder groups, around the LMAX Exchange Everest Rugby Challenge.

The post holder will drive and deliver all key marketing and communications to raise awareness and funds for the event leading on branding, PR, digital and communications.

You will have the ability to manage a varied role, at one end managing high profile relationships with key influencers to writing, editing, co-ordinating and publishing content across various channels, including the website, social media, and print and online marketing materials.

Key responsibilities:

To develop and project manage the delivery of PR and marketing activity as outlined in the overall marketing and PR campaign plan.

PR

- To manage the promotion of stories – proactively seeking means of raising the profile of the event and driving fundraising
- To draft and distribute press notices, media comments, features and letters to editors, often to tight deadlines and to actively sell stories to the media
- To harness the news agenda and marketing broader knowledge and expertise to contribute to existing stories
- To identify key media contacts and build and maintain relationships
- To manage the Everest press office, working closely with the in-house marketing team, rugby ambassadors and external agencies
- To evaluate and report back on media campaigns

Digital

- Work with stakeholders developing individual project plans to a brief, driving fundraising and awareness
- Managing all Everest activity on digital platforms – accountable for their delivery to time, cost and quality with defined KPIs
- Engaging and liaising with external agencies and suppliers as required, monitoring their performance on the project
- Develop, manage and update content for website

Communications

- Produce, edit and distribute updates and materials for external and internal audiences, dealing sensitively with those whose personal experiences might be featured
- Provide communications support for all events and activity relating to the challenge
- Maintain library system for multi-media, media coverage and reports relating to the Challenge

How to apply:

Send your CV and covering letter to Juliette Gillard jgillard@woodenspoon.org.uk by Friday 5 October.