British Olympic Association Position Specification
Director of Communications

Scope
As a member of the British Olympic Association Senior Management Team, reporting to the Chief Executive Officer, the successful candidate is responsible for setting the overall strategy and providing direction for programmes that shape the BOA’s reputation, profile and influence with a number of key external stakeholders. Specific responsibilities include providing direction for the following areas: Olympic Media Relations, Public Affairs (Government Relations), Public Relations & Marketing Communications, International Relations and Digital Media.

The successful candidate will work collaboratively with members of the BOA Senior Management Team and Board of Directors in determining the overall strategy for these areas, and with stakeholders across sport, government and business in their implementation.

The successful candidate will lead a team that is responsible for continuing to strengthen the BOA’s reputation and profile as one of the leading National Olympic Committees in the world and a leading sports organisation in the UK, whilst generating awareness and support for the British Olympic Association, its programme offerings and leadership, Team GB athletes and hopefuls.

Key Responsibilities
1. Provide direction and management of the BOA Communications Team, which includes the following areas:
   - Olympic Media Relations
   - Public Affairs (Government Relations)
   - Public Relations & Marketing Communications
   - International Relations
   - Digital Media

2. In Olympic Media Relations, oversee the continued design and delivery of pre-Games publicity and Games-time media operations and services that enhance the profile and visibility of Team GB athletes and officials, whilst supporting national and international media in their coverage of Team GB at international multi-sport events.

3. In Public Affairs (Government Relations), oversee the continued design and implementation of comprehensive government relations strategies that enable the BOA to continue building upon the positive, collaborative working relationships it enjoys with key agencies and stakeholders across government and sport. These strategies should underpin the BOA’s sport-policy initiatives.
4. In Public Relations & Marketing Communications, oversee the continued design and delivery of publicity initiatives that enhance the overall value and strength of the Team GB brand and deliver value to Team GB Corporate Partners.

5. In International Relations, oversee the continued design and implementation of comprehensive strategies that enable the BOA to continue building positive, collaborative working relationships with partners across international sport, whilst maintaining the position of leadership the BOA and British sport enjoy in international sport.

6. In Digital Media, oversee the continued development and operation of the BOA’s social media platforms to enhance the profile and visibility of the BOA and value of the Team GB brand. In this capacity, the successful candidate will work closely with the BOA Brand Team to ensure the digital strategy is fully aligned with and supportive of the organisation’s overall marketing strategy and objectives.

7. Provide strategic advice to members of the Senior Management Team and Board of Directors in the management of media and policy issues.

8. Oversee designated internal communications tools and platforms to ensure the organisation’s staff and internal stakeholders remain informed and engaged. Continue to develop and strengthen the organisation’s communications capabilities.

**Key Challenges in Delivering the Role**

1. Successful candidate must have a strong understanding of trends, issues and opportunities in Communications and External Relations generally; and specifically in Olympic Media Relations, Public Affairs (Government Relations), Public Relations & Marketing Communications, International Relations and Digital Media. Successful candidate must have effective working relationships with professional colleagues across these areas.

2. Successful candidate must have a strong understanding of the Olympic sport system and structure both nationally and internationally, and the role of the BOA within each. Successful candidate must also have effective working relationships with professional colleagues in national and international sport.

3. Successful candidate must be skilled in thinking proactively and strategically. The ability to develop and implement strategic plans, and measure results, is essential.

4. Successful candidate must be skilled in building effective working relationships with colleagues, both internally and externally. Specifically, successful candidate must be comfortable working collaboratively with members of the Board of Directors, Senior Management Team, colleagues in other BOA teams, and external business partners and stakeholders.
5. Successful candidate must have experience in staff leadership and skill development.

6. A strong understanding of budget management and financial controls is also required.

Relationships and Interfaces
1. Position reports to the Chief Executive Officer.

2. Successful candidate is a member of the BOA Senior Management Team and must work closely with Senior Management Team colleagues and the Board of Directors.

3. Successful candidate must also develop effective working relationships with colleagues in the following areas:
   - Sport Organisations and Authorities: DCMS, UK Sport, NGBs, IOC, other NOCs and IFs
   - Media Organisations
   - Government and Political Stakeholders
   - Team GB Commercial Partners

Professional Qualifications and Experience
Minimum 12 years of full-time, professional experience working in at least one of the following areas: Media Relations, Public Relations, Public Affairs (Government Relations), Marketing Communications, International Relations or Journalism; with at least 8 years of senior-level experience that includes management and supervisory responsibilities.

A strong understanding of how to effectively utilise Communications and External Relations to support and enhance the profile, visibility and influence of a national/international sport organisation.

Established and effective working relationships with colleagues from stakeholder organisations and business partners across national and international sport, including the media. Strong understanding of Olympic/international sport.

The ability to think strategically and proactively is essential.

Preference will be given to candidates with a background in national, international or professional sport; including experience working for a team, league or governing body.

Bachelor’s degree required. Preference will be given to candidates with a degree in Communications, Public Affairs, International Relations, Journalism, Marketing or related fields.

Position may call for periods of significant national and international travel.
**Personal Qualities**
Strong interpersonal skills. Confident in public speaking roles. Ability to develop effective working relationships with colleagues representing a wide range of organisations and interests. Ability to effectively and comfortably work under deadline pressure and manage multiple work streams.

**Application Process**
In order to apply, please submit your CV, accompanied by a cover letter, to:

British Olympic Association  
Attention: Alice Beevers  
60 Charlotte Street  
London  
W1T 2NU

The deadline for applications is 5\textsuperscript{th} November 2012 and shortlisted candidates will be notified no later than 12\textsuperscript{th} November 2012.