



**Job Title:** Press and External Affairs Assistant  
**Directorate:** Digital, Marketing and Communications

#### JOB PURPOSE

Sport England's *Uniting the Movement* strategy sets out our vision to transform lives and communities through sport and physical activity.

A vital part of achieving this is telling our story effectively, championing the benefits of sport and physical activity in the media, across Government and Parliament, and with our wider stakeholders.

The Press and External Affairs Assistant will play a key supporting role within the communications team, helping both the press and external affairs functions to deliver their goals.

This includes assisting the press office in responding to media enquiries, monitoring coverage, and identifying opportunities to raise Sport England's profile, as well as supporting external affairs colleagues in engaging parliamentarians, government officials, and sector partners.

By providing high-quality administrative, research, and communications support—such as collating case studies, preparing briefings, and keeping the communications grid updated—the post holder will contribute to protecting and enhancing Sport England's reputation and strengthening our influence.

This role offers the opportunity to learn and develop across both disciplines while being part of a collaborative communications team working to advance Sport England's mission and impact.

#### DIMENSIONS

**Location:** Homeworking or hybrid office based in Loughborough or Bisham.

**Key Stakeholders:** Parliamentarians, national and local government, national governing bodies of sport and other affiliated partners, think tanks, Sport England colleagues.

| KEY DUTIES AND RESPONSIBILITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | % Time |
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| <p><b>Support Sport England's media team</b></p> <ul style="list-style-type: none"> <li>• Support the day-to-day running of the press office, including managing the shared inbox, logging enquiries, and coordinating responses.</li> <li>• Help monitor and summarise daily media coverage, compiling reports for colleagues and stakeholders.</li> <li>• Draft reactive and proactive copy such as media responses, press lines, and quotes for partner press releases.</li> <li>• Maintain and update media contact lists, supporting the team to build strong relationships with journalists and outlets.</li> <li>• Horizon-scan the news agenda to flag emerging issues and opportunities to raise Sport England's profile.</li> <li>• Assist with the evaluation of PR activity, measuring coverage and impact against organisational priorities.</li> <li>• Support the delivery of out-of-hours media monitoring and enquiries on a rota basis.</li> </ul>                                                             | 35%    |
| <p><b>Support Sport England's external affairs team</b></p> <ul style="list-style-type: none"> <li>• Assist in monitoring parliamentary and political activity relevant to Sport England and the sport and physical activity sector.</li> <li>• Support the preparation of briefings for ministers, MPs, and other political stakeholders.</li> <li>• Help coordinate parliamentary events, roundtables, and stakeholder meetings, ensuring smooth delivery and timely follow-up.</li> <li>• Contribute to stakeholder mapping by researching and recording relevant parliamentarians, government officials, and sector partners.</li> <li>• Draft stakeholder correspondence and support the production of external-facing materials (e.g. newsletters, briefing packs).</li> <li>• Collaborate with DCMS, arms-length bodies, and partners on joint external affairs projects and announcements.</li> <li>• Keep the external affairs forward planning grid updated and aligned with the wider communications grid.</li> </ul> | 35%    |

| KEY DUTIES AND RESPONSIBILITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | % Time |
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| <ul style="list-style-type: none"> <li>• Monitor the external affairs inbox, reply to correspondence and highlight new requests to senior members of the team</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |        |
| <p><b>Support the wider communications team</b></p> <ul style="list-style-type: none"> <li>• Collate and draft case studies, quotes, and stories from across Sport England and partners to support communications activity.</li> <li>• Play a coordinating role in maintaining the central communications grid, ensuring activity from press, external affairs, and other teams is aligned.</li> <li>• Work closely with digital, social media, and internal communications colleagues to ensure Sport England news, announcements, and stakeholder engagement are reflected across all channels.</li> <li>• Provide flexible support across the communications team as required, contributing to projects and campaigns that advance Sport England's mission.</li> <li>• Be a first point of contact to the National Lottery for communications queries</li> </ul> | 20%    |
| <p><b>Ad Hoc</b></p> <ul style="list-style-type: none"> <li>• Contribute to organisational projects as required.</li> <li>• Work flexibly to carry out any other duties that are within the colleague's skills and abilities whenever reasonably required.</li> <li>• Follow Sport England's policies and procedures in relation to other matters e.g. Health &amp; Safety, Procurement and Financial control</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                            | 10%    |

## PERSON SPECIFICATION

### The additional skills, knowledge and experience required:

#### Essential

- Excellent written and verbal communication skills, with the ability to draft clear, accurate, and engaging copy (e.g. press releases, media lines, briefings).
- Strong organisational skills, able to manage competing priorities and deadlines in a fast-paced and rapidly changing environment.
- Ability to build and maintain effective working relationships with colleagues, partners, and stakeholders.
- Strong attention to detail, particularly when handling sensitive information or drafting public-facing materials.
- Demonstrable interest in current affairs, politics, and/or media, with an understanding of how they impact organisations like Sport England.
- Confident IT skills, including experience using Microsoft Office and basic knowledge of digital or social media channels.
- Ability to analyse and translate complex issues, simplifying information into a form which makes sense to a non-specialist audience.
- Proactive and resourceful, able to spot opportunities and issues early and escalate appropriately.

#### Desirable

- Previous experience in a communications, media, or external affairs role (including internships, placements, or voluntary roles).
- Knowledge of the sport and physical activity sector, or interest in its wider social, health, and community impact.

## VALUES

In line with our '*Uniting the Movement*' strategy, there is a focus in all Sport England's work on tackling inequalities across sport and physical activity and living our organisational values and behaviours:

- **Ambitious** – Determined in pursuit of our goals, prioritising work and partnerships that will most advance our mission, help us succeed and make a positive impact on our nation.

- **Innovative** – Curious, optimistic and relentless, we question established ways of working and learn from each other and from our experiences.
- **Inclusive** – Harnessing our collective strength and respecting difference to create the conditions for everyone to engage and to excel.
- **Collaborative** – One team, committed to delivering together and working with others to make a difference to people's lives.