



# Executive Director, Policy and Communications

Closing date for applications is 11:30pm  
12<sup>th</sup> March 2026

## Who we are

Sport England is an arms-length body of government responsible for growing and developing grassroots sport and getting more people active across England.

We were established by Royal Charter – which is an instrument of incorporation granted by the King – and began operating as Sport England in 1997.



# Welcome from our CEO, Simon Hayes

Thank you for your interest in leading at Sport England at a defining moment for our organisation.

Our purpose is rooted in a straightforward conviction: movement changes lives. Physical activity strengthens our health, supports economic resilience, and builds more connected, confident communities. Yet we know the opportunity to be active is far from equal. Too many people who stand to benefit most still face the greatest barriers.

Five years ago, we launched our 10-year strategy, Uniting the Movement, to change this. It represented a fundamental shift in how we work, one that places partnership, collaboration, and community insight at the centre. Increasingly, our role is to empower and enable the people and organisations best placed to make impact locally.

Building on the success of the first five years and acting on everything we have learned, we are currently developing a new 5-year implementation plan. This will strengthen the foundations of

community sport and active recreation; focus our energy, resources and ideas where we can have the greatest impact; and make working with Sport England easier for our partners. We are also developing an ambitious digital and data transformation programme that significantly increases our capability, and our ability to use these tools with partners to help get the nation moving.

As we deliver this strategy, we are reshaping how we operate by embedding clearer accountability, greater efficiency, and a culture that supports high performance and purposeful delivery. This is a period of genuine transformation, and we are looking for leaders who can bring clarity, ambition, and steadiness through change. Leaders who can balance strategic direction with practical delivery, and who can inspire a modern, diverse workforce to thrive.

If your experience aligns with helping organisations evolve, sharpening impact and enabling people to live healthier, more active lives we would be keen to hear how you could shape the next chapter of Sport England's contribution to the nation.



## The role

The Executive Director of Policy and Communications will lead on Sport England's Policy, Campaigns and Communications function, providing strategic leadership across public policy, research, insight, communications, media relations and campaigns. The role will drive reputation management, stakeholder engagement with government and public bodies, and oversee the delivery of evidence-based campaigns and insights that support Sport England's mission and long-term sustainability.

This role is accountable for driving the Policy and Communication Directorate's performance, cultivating strategic stakeholder relationships, inspiring and developing employees in line with our Values and safeguarding financial sustainability and regulatory compliance. The role also ensures that our collective resources are effectively aligned to deliver key organisational outcomes and maximise value for money.

# The role at a glance

**Location:** London Office or hybrid-based. Regular travel (often two to three times per week to our London office is expected). The postholder must be living in the UK for the duration of employment.

**Salary:** Competitive

## **Key Duties and Responsibilities:**

- Core Duties – Strategic Leadership, Executive Counsel, Public Policy Leadership, Communications & Media, Research, Analysis & Insight, Campaign Delivery
- Financial & Resource Management
- Relationship Management
- Leadership Accountability & Culture
- Line Management

*Please see Job Description for more information.*

# Our mission

Right now, the opportunities to get involved in sport and activity depend too much on your background, your gender, your bank balance and your postcode. We're determined to tackle this and unlock the advantages of sport and physical activity for everyone.

We're here to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are. Together, we can change lives for the better in every home, and in every community, right across the country.



# Our values

Our values define who we are as an organisation and highlight what we do to go the extra mile to set us apart. From creating an organisation we all enjoy, believe and thrive in, to creating a positive employer brand and effective partnerships with our stakeholders.

Our values are embedded in everything we do including our recruitment process and we encourage candidates to read about our values on our careers page

<https://www.sportengland.org/careers>



# Our Employee Benefits

32 days annual leave + bank holidays (pro rata for part-time)

Generous pension scheme

£500 per year to support fitness-based activity

Commitment to development and training

Free confidential counselling and advice service

Flexible working and family friendly policies

For more information, please visit the [Careers](#) page on our website

# Our vision is clear

Together, we won't stop until everyone has the opportunity, the inspiration and the freedom to get moving.

You can help us do this.



We are looking to recruit from the widest possible talent pool and encourage candidates to apply from a diverse range of backgrounds. We are proud to be an inclusive, equal opportunities employer and are committed to ensuring that all candidates are treated fairly throughout the recruitment and selection process and beyond. All appointments are made on merit.



**Come join us**

# How to apply

1. Register on our careers portal and create an account.
2. Complete our application form, which will cover areas such as your employment history and suitability for the role. *Be sure to highlight your relevant skills and experience relating to the job description in your supporting statement.*
3. The recruitment process after this point differs slightly for each role but will always consist of an assessment task and at least one in-person interview. For some roles there will be an additional phone interview or another in-person meet.

If you have a disability and are unable to apply via the portal, please email us via [hrrecruitment@sportengland.org](mailto:hrrecruitment@sportengland.org) and we would be happy to discuss alternate options with you.

For more information including our FAQ section, please go to:

<https://www.sportengland.org/careers>

