



Senior Press Officer

Closing date for applications is 11:59pm
11th September 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 Queen – we began operating as Sport England in 1997.



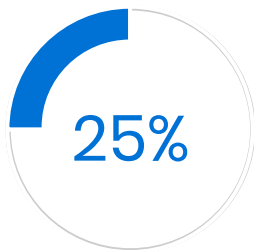
The Role at a Glance

The Senior Press Officer salary is advertised at **£38,100 per annum**, for homeworking or hybrid office based in Loughborough or Bisham. The role requires attendance at Sport England offices and external meetings and events across England, where required .

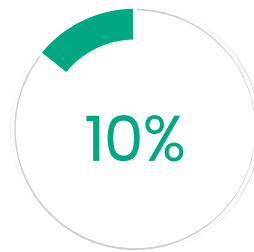
The postholder must be living in the UK for the duration of employment.



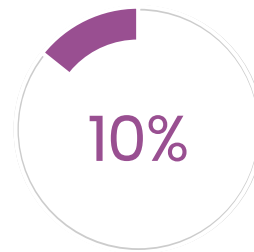
**Media relations
and Reputation
management**



**Media planning
and delivery**



**Team
contribution and
continuous
improvement**



**Ad hoc
responsibilities**

Please note it is Sport England's policy to appoint to the advertised salary.



The Role

As **Senior Press Officer**, you'll play a leading, hands-on role in protecting and enhancing Sport England's reputation, helping to shape how people understand our purpose, priorities and impact through proactive and reactive media activity.

Day-to-day, you'll help run a busy press office, handling media enquiries, advising on emerging risks and sensitive issues, and producing high-quality press releases, statements, briefings, Q&As and media responses. You'll also build strong relationships with journalists, pitch stories and prepare spokespeople for interviews.

You'll lead media planning for key campaigns and announcements, working closely with colleagues, DCMS, partners and agencies to tell compelling, audience-led stories that bring Sport England's work to life. You'll also contribute to our wider media strategy and support responses to high-profile or crisis situations when required.

Essential Skills and Experience

A full list can be found in the job description at the end of this job pack, the skills and experience section is what we are seeking for this role and you will need to demonstrate these in your application.

Essential Criteria

- Demonstrable experience of media relations, public relations or journalism at a level sufficient to operate effectively in a busy reactive press-office or newsroom environment
- Strong news judgement and the ability to provide clear, evidence-led advice and constructive challenge while managing competing priorities, sensitive issues and short deadlines.
- Excellent written and verbal communication skills, with experience producing press releases, responses, statements, Q&As and briefings, with ability to lead projects, coordinate internal and external partners, prioritise competing demands and use monitoring and evaluation to improve delivery.
- Demonstrable experience of successfully planning and delivering proactive media activity, including evidence of shaping understanding, building support or influencing external conversations and strong understanding of the modern media landscape and audience news-consumption habits.
- Experience of handling high-profile, sensitive or reputational issues calmly and effectively, using sound judgement and appropriate escalation.
- Ability to meet the travel and occasional out-of-hours requirements of the role, including participation in the agreed media rota, with reasonable adjustments considered where appropriate.

About the Team

The Sport England press team manages PR and media relations to promote the organisation's work and impact.

The team develops news stories, handles media enquiries, secures positive coverage, manages crises, and provides communications advice to stakeholders, helping raise awareness of Sport England's mission to get more people active across England.

Be at the heart of the story — shaping conversations and bringing our mission and impact to life.

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 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>

