

Job title: Senior Press Officer

Directorate: Communications and Campaigns

Reports to: Head of Media

JOB PURPOSE

The Senior Press Officer plays a leading, hands-on role in protecting and enhancing Sport England's reputation.

Through proactive and reactive media activity, they shape understanding of our purpose, priorities and impact, build support for our work and contribute to Sport England's wider influencing objectives.

Working with the Head of Media, they lead defined communications projects, identify opportunities to influence the external conversation and provide sound advice on fast-moving or sensitive issues.

They contribute to an effective and responsive press office, including participation in a planned out-of-hours media rota, which may include occasional evening and weekend working, to support Sport England's response to significant, sensitive or crisis issues. Rota arrangements will be managed in accordance with Sport England's working arrangements and applicable working-time and rest requirements.

DIMENSIONS

Direct Reports: None

Budget: No delegated budget

Location: Flexible in accordance with Sport England's working arrangements. The role requires attendance at Sport England offices and external meetings and events across England, where required for the effective performance of the role. Reasonable adjustments will be considered where appropriate.

Key Stakeholders: Head of Media; Press Officer; colleagues across Communications and Campaigns and the wider organisation; senior leaders and spokespeople; DCMS; funded and delivery partners; agencies; and national, regional, trade and specialist media.

KEY DUTIES AND RESPONSIBILITIES	% Time
Media relations, influencing and reputation management • Play a senior role in the day-to-day press office, handling enquiries accurately and at pace, assessing risk and providing clear, evidence-led advice and constructive challenge to the Head of Media and senior colleagues. • Draft and edit high-quality media responses, press releases, statements, Q&As, briefings and lines to take, translating complex information into clear and compelling communications. • Monitor the external environment and news agenda to identify emerging issues, reputational risks and opportunities to shape understanding, build support and influence the external conversation around Sport England's priorities. • Build trusted relationships with journalists and media outlets; pitch stories, arrange interviews and brief spokespeople to secure fair and accurate coverage that supports agreed communications objectives. • Apply an understanding of Sport England's public role and the wider political and stakeholder environment when assessing media opportunities, risks and responses. • Participate in the out-of-hours rota and support an effective media response during high-profile, sensitive or crisis situations.	55%
Media planning and delivery • Lead the development and delivery of media plans for agreed campaigns, programmes, corporate priorities and announcements, translating organisational priorities and audience insight into clear media objectives.	25%

KEY DUTIES AND RESPONSIBILITIES	% Time
• Set clear objectives and measures from the outset, using monitoring, insight and evaluation to assess effectiveness, share learning and adapt delivery. • Work as part of multidisciplinary teams across communications, campaigns, policy and insight so activity is planned and delivered coherently across audiences and channels. • Coordinate media activity with DCMS, funded and delivery partners, agencies and other stakeholders where joint planning or delivery is required. • Maintain clear plans, risks, dependencies and updates through the agreed communications planning processes and contribute to forward planning and prioritisation across the team. • Ensure media activity and materials are inclusive, accessible and reflect the diversity of the audiences and communities Sport England serves. • Identify, develop and tell compelling, audience-led stories that bring Sport England's mission, strategic priorities and impact to life, capture attention and support our influencing objectives. • Apply a strong understanding of the changing media landscape and how different audiences consume news and information to identify opportunities across traditional, digital and emerging channels. • Contribute to the development and implementation of Sport England's media strategy, using insight from the external environment and delivery to advise the Head of Media and help shape priorities. • Work closely with social media, content and digital colleagues to develop and adapt stories for different audiences and channels, ensuring activity is coordinated and mutually reinforcing.	
Team contribution and continuous improvement • Maintain accurate media contacts and records, and contribute to efficient, consistent press-office systems and ways of working.	10%

KEY DUTIES AND RESPONSIBILITIES	% Time
• Share expertise and provide day-to-day guidance to the Press Officer, while the Head of Media retains line-management responsibility and accountability for overall team direction. • Provide agreed short-term operational cover for the Head of Media when required, within the responsibilities and authority of the Senior Press Officer role. Formal line-management, budgetary or other delegated responsibilities will remain with the appropriate manager unless separately agreed. • Contribute to a collaborative, inclusive and supportive team culture, sharing learning and helping improve the effectiveness of the communications function.	
Ad hoc and organisational responsibilities • Undertake other reasonable duties and contribute to organisation-wide priorities that are consistent with the nature, level and responsibilities of the Senior Press Officer role, where capacity allows. • Follow Sport England policies and procedures, including those relating to health and safety, procurement, financial control, information governance and safeguarding.	10%

Our Values

- **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.

Person Specification

The additional skills, knowledge and experience required.

Essential

- 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.

Desirable

- Experience of working in a public body, purpose-led organisation or the sport and physical activity sector.
- Experience of delivering communications through complex partnerships or alongside external agencies.



Sport England is committed to providing an inclusive and accessible working environment. We will consider reasonable adjustments for disabled applicants and employees in relation to the recruitment process and the requirements of the role.