

GREATERSPORT

Recruitment Pack

Content Officer





Welcome

Welcome note from the CEO

Dear Candidate,

Firstly, thank you for showing an interest in this exciting and important role.

We are a Greater Manchester charity with a clear purpose to Change Lives Together through movement, physical activity and sport. We lead, support and connect people and partners across the Greater Manchester system to enable Active Lives for All, uniting communities and creating more equal and inclusive places so that people can lead happier, healthier and more fulfilled lives.

We play a strategic leadership role in support of GM Moving, the Greater Manchester wide movement for movement and work closely with Sport England to support the local implementation of the Uniting the Movement Strategy.

It is an exciting time for our organisation. We have recently launched our Business Plan, on the back of a 10-year GM Moving Strategy. Whilst the impacts of the pandemic continue, there has never been a greater need for a strong, vibrant and sustainable physical activity and sport system to ensure recovery.

I am very proud of the organisational culture we have created together. We place a huge emphasis on being a great place to work. To us this means being a place where we inspire, grow, lead, learn, move and thrive together to achieve our vision and make positive change. We are a values-led organisation guided by passion, integrity and purpose and we invest in our workforce, so we are all healthy, productive, efficient, high-performing, motivated and progressive.

If you want to join us on the next stage of our journey, we'd love to hear from you. We are committed to equality, diversity and inclusion. We welcome and encourage applications from all backgrounds.

Yours sincerely,

Hayley Lever,
CEO GreaterSport and Exec Lead GM Moving

Our vision

To lead, support and connect the Greater Manchester system in creating the conditions to enable Active Lives for All, uniting communities and creating more equal and inclusive places so that people can lead happier, healthier and more fulfilled lives.

Our purpose

GreaterSport's purpose is Changing Lives Together through movement, physical activity and sport. GreaterSport is a leading Greater Manchester charity. We play a strategic leadership role in support of [GM Moving](#), the Greater Manchester wide movement for movement, with a collective mission of Active Lives for All.

We are one of 43 [Active Partnerships](#); a network of system partners working with Sport England to support the local implementation of the [Uniting the Movement Strategy](#).

Our Values and Behaviours

Our values; **passion**, **integrity** and **purpose**, co-designed with our board, team and partners, guide how we work every day, are important to everything we do, and the way that we do it.

These values are translated into behaviours, which we strive to live out in practice. Our ways of working should be seen and heard internally and by those we work with. We hold ourselves and each other to account on these, use in our recruitment, induction, leadership and management processes and practices. We also use them as a tool to reflect on our performance in regular development reviews and our organisational development.



Passion

For us this means we are excited about what we do. Our belief in our work and mission is visible and inspiring.



Purpose

For us this means we are clear and motivated about our why, what and how. We make things happen.



Integrity

For us this means we challenge ourselves and others to be honest and to do what is right.

Supporting GM Moving in Action

[GM Moving in Action](#) is the shared strategy for physical activity across Greater Manchester. It sets out our collective ambitions, commitments and priorities for the next 10 years.

GreaterSport **lead, support** and **connect** people and partners across the system to develop and deliver on the whole system vision and approach to GM Moving in Action. This is our organisational role and is a critical one to the movement.

Our work is organised in support of shared outcomes set out in GM Moving in Action Framework.



GM Moving In Action

Our framework

> Our Mission

- Active lives for all

> Our 5 key priorities

- People, families and communities
- Inclusive participation and access
- Active places
- Whole system integration
- Culture change

> Our 7 catalysts

- Involving & engaging
- Marketing & comms
- Investment
- Governance
- Digital access & innovation
- Learning, research & insight
- Leadership & workforce



> Our ways of working

- Values-led
- Whole system
- Movement-building
- All leaders
- Enabling change
- Learning together

> Key outcomes

- Physical & mental wellbeing
- Individual development
- Social & economic inclusion
- Strong communities
- Environmental sustainability



Enablers

How we create the conditions:

- Involving local people & growing assets
- Strategic leadership enabling collective leadership
- Effective work across & between sectors
- Transforming governance & processes
- Learning & adapting

Our shared priorities

People, Families and Communities

- Active Children and Young People
- Active Adults
- Active Older Adults

Inclusive Participation and Access

- Sport, Leisure and Physical Activity
- GM Walking
- Active Travel Active

Active Places

- Place based working - Local Pilot
- Active environments

Whole System Integration

- Physical and Mental Wellbeing
- Health and Care Integration
- Culture and System Change

Catalysts

- Marketing and Communications
- Data, Insight, Evaluation and Learning
- People, Leadership and Workforce
- Digital Inclusion and Opportunities

Business Operations

- Governance, HR, Finance and Risk



Job Summary

Job title: Content Officer

Team:	Marketing and Communications	Salary Range:	NJC Points 20-26 (£26,446 - £30,984)	Contract:	Fixed term to 31 March 2023 (potential for extension subject to funding confirmation)
Reporting to:	Strategic Lead (Marketing and Communications)	Location:	National Squash Centre with flexible working	Hours:	37

Your job purpose

You will support the Marketing and Communications team in their ambition to share powerful public narrative and communications that engage and resonate with system-wide and community audiences through positive messaging, imagery, language and stories.

You will ensure the GreaterSport channels are kept up-to-date with interesting, relevant, timely and impactful content for their audience(s).

You will ensure GreaterSport has a strong, recognised and respected brand to meet the needs of our partners and various audiences.

You will

1. Maintain the content on the organisational websites.
2. Embed inclusive practices into organisation procedures to ensure all digital communications and assets are inclusive, accessible and representative of diverse communities.
3. Update GreaterSport's Social Media channels; working to maximise the brand, increase 'our voice' and build relationships with partners and influencers through effective content plans and community management.
4. Assist the GreaterSport team in the production of case studies (written and video) to demonstrate the impact of who we are and what we do.

Our culture

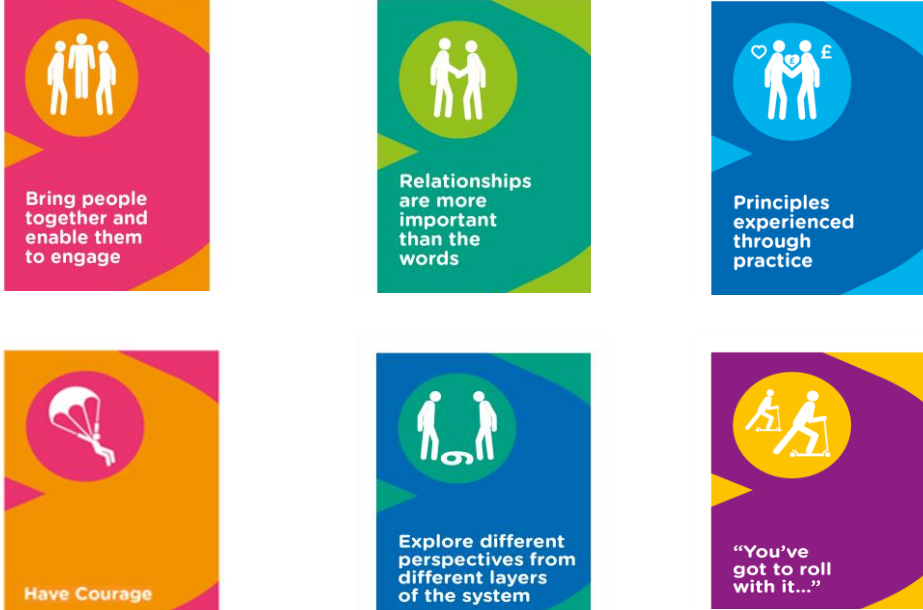
For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to demonstrate our organisational values and associated behaviours.

Purpose...we are clear and motivated about our why, what and how. We get things done.

Passion...We are excited about what we do. Our belief in our work is visible and inspiring.

Integrity...We challenge ourselves and others to be honest and to do what is right.

5. Assist the GreaterSport team in identifying opportunities to create news articles or blogs that are relevant and interesting to partners and in line with our aims for both our channels and partner channels.
6. Support the team with other opportunities to ensure our comms are more inclusive (eg, photography) or reach a wider audience.
7. Lead on content creation using the Adobe Suite and other relevant software.
8. Create and implement integrated communications plans to share GreaterSport team and GM Moving work with wider system partners.
9. Produce targeted monthly newsletters/updates to key audiences.
10. Use GreaterSport's CRM system, ThankQ, to ensure effective, targeted communication and to ensure company contacts are kept up to date.
11. Ensure the GreaterSport team are upskilled and confident to use social media as a tool to support their work.

Our ideal candidate	The way we work
<ul style="list-style-type: none"> • Experience in a marketing / communications role including: management of social media channels; email marketing; content creation including copywriting; website management; creating communication plans; marketing analytics using various analytics platforms; working with external agencies / suppliers; procurement procedures; • Educated to high level with relevant specialisms. • Experience of working strategically across a range of priorities and connecting agendas. • Experience of complex stakeholder environments and working to build mutually beneficial relationships. • Passionate and driven to make a difference to the lives of people and communities. • The ability to make complex decisions independently and seek support where appropriate. • Excellent interpersonal skills with an ability to build relationships. • A high-level understanding of the inequalities that exist and the barriers affecting under-represented groups in sport and physical activity. • Knowledge of physical activity and inactivity on health and other outcomes. 	 <p>The 'The way we work' section contains six colorful cards arranged in a 2x3 grid. Each card features a white icon on a colored circular background, with text below it. The cards are: <ul style="list-style-type: none"> Top Left (Pink/Orange): Icon of three people standing. Text: 'Bring people together and enable them to engage'. Top Middle (Green): Icon of two people shaking hands. Text: 'Relationships are more important than the words'. Top Right (Blue): Icon of two people holding hands with a heart and a pound symbol. Text: 'Principles experienced through practice'. Bottom Left (Orange): Icon of a person jumping with a parachute. Text: 'Have Courage'. Bottom Middle (Blue): Icon of two people looking at a globe. Text: 'Explore different perspectives from different layers of the system'. Bottom Right (Purple): Icon of two people on a seesaw. Text: '"You've got to roll with it..."' </p>

This role profile is not exhaustive and amendments and additions may be required in line with future organisational changes.

Confidentiality

Any information relating to people contacted by the Partnership acquired in the course of duty must be treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of staff.

Any information relating to staff acquired in the course of duty must be treated in the strictest confidence and must be discussed only with senior staff members.

Application equality & disability statement

GreaterSport is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination. As an employer, we actively seek to ensure that our workforce reflects the communities we serve, recognising that this makes us better able to understand their needs and priorities. We can only do this by ensuring that the people who work for us are the best they can be irrespective of age, gender, sexuality, ethnicity, disability, marital status, religion or belief.

Our recruitment system adopts 'anonymised recruitment' approach, this removes the candidate's name and other identifying factors such as age and gender, so we can ensure we hire based on merit only.

At GreaterSport we commit to offering disabled people an interview if they meet the minimum criteria for the job vacancy, subject to some exceptions.

Disclosure

Because of the nature of the work of the Partnership, we take Safeguarding very seriously. The following information is required for legal reasons. If you have any questions or concerns about this, please feel free to contact our Child Protection Officer or a member of the management team.

This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975. Applicants are not entitled, therefore, to withhold information about convictions which for other purposes are 'spent' under the provisions of the Act. In the event of employment, any failure to disclose such convictions could result in dismissal or disciplinary action by the Partnership. Any information given will be completely confidential. If you are successful in your application, you may be required to have a DBS check dependent on the nature of work undertaken.

Employee benefits



Annual leave

Annual leave entitlement of 28 days, in addition to public holidays (pro-rata for part time employees).



Pension scheme

Access to a Local Government Pension Scheme. In addition to employee contributions, GreaterSport contributes over 24% of your salary to the pension fund. Also, a qualified employee will be entitled to a death in service benefit of three times their annual salary.



Access to Simply Health employee health care

Simplyhealth is a company paid health cash plan. It gives you access to and covers the cost of essential healthcare services including chiropody, physiotherapy, dentistry, prescriptions, hospital and maternity costs.



Weekly Physical Activity Allowance

Within the working week there is opportunity to take up to 45mins for sport or physical activity.



Access to Cycle to Work Scheme

This allows you to sacrifice part of your salary to get a bike on which you won't be required to pay VAT.



Commitment to Individual Development

Personal growth is a key component to the success of our organisation. We invest in your learning and development opportunities with an individual development budget every year.



Flexibility to work remotely

We want all staff to feel able to work flexibly as we know this to be beneficial for individual and organisational wellbeing, morale, efficiency and productivity. We believe this is a key cornerstone of being a great place to work.



Giving back volunteer days

GreaterSport recognises the importance of giving back to local communities by allowing staff to take one day per year to complete a volunteer opportunity.



Family Friendly Policy

We have a Family Friendly Policy which includes including maternity, paternity, adoption and primary carer pay.



Equality, Diversity and Inclusion

GreaterSport is committed to providing equal opportunities and promoting diversity, irrespective of ethnicity, age, gender, sexuality, disability, religion or personal circumstance.

We believe in people. We believe that with the right opportunities, everyone should reach their full potential and we believe that moving more, sport and physical activity is a fundamental key to unlocking potential.

Equality, Diversity and Inclusion is critical for the success of GreaterSport and the achievement of our vision. We are fully committed to treating all of our employees, job applicants and volunteers equally.

As an employer, we aspire to being a diverse, inclusive and responsible organisation. Our aim is to have a workforce that reflects and understands the communities we work alongside.



GreaterSport has been accredited as a Living Wage Employer; a voluntary benchmark for employers ensuring their staff earn a wage they can live on, not just the government minimum.



GreaterSport is Disability Confident Employer, and as such are committed to recruiting and retaining disabled people and those with health conditions.

Mental Health & Wellbeing



GreaterSport is committed to the protection and promotion of the mental health and wellbeing of all its employees. We are signed up to the six standards of 'The Mental Health at Work Commitment' and continuously strive to promote mental health and wellbeing throughout the organisation by offering a dedicated Mental Wellbeing support package.

Contact us

GreaterSport is here to help with any questions or enquiries you may have about the role.

Head Office

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Key Contact

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