

JOB DESCRIPTION

Role: Media and Communications Officer

Reports to: Head of Communications

Directly Responsibility: N/A

Location: British Judo Head Office & British Judo National Training Centre, Walsall – Hybrid Working (3 days office based, 2 days other based)

Salary: £22,000-£30,000 depending upon experience

JOB PURPOSE

You will proactively promote the British Judo Association, its products, offers, clubs, athletes and the sport of judo within the regional, national and digital media, to raise profile, awareness and attract new participants to the sport. You will be pro-active in generating media coverage and will be the 'front line' for media enquiries alongside providing a media service at British Judo's national events. Additionally, you will be responsible for generating content across a range of media for British Judo's website, social media and publications to support the wider team

KEY RESPONSIBILITIES

- To work pro-actively across the Association to contribute to a PR and communications strategy that delivers content and coverage that meets the needs of various British Judo stakeholders ensuring equal exposure for the World Class Performance Programme and grassroots judo across Great Britain.
- To assist the Head of Communications in the organisation of media events.
- Ensure PR, content planning and media database files are maintained and up to date.
- To provide regular media briefings to key contacts at websites and publications to build relationships and deliver greater coverage.
- To analyse and score British Judo's media cuttings on a daily basis.
- To proactively write press releases and distribute to the national and regional media (print, online and Broadcast) relating to:
 - British Judo Association affairs
 - Products and offers
 - Elite athletes
 - Clubs/Members
 - Regional BJA activity
- Provide same-day reports, live coverage and content (at selected events) to national media from all international events.
- To monitor social media trends across relevant channels to ensure that British Judo remain at the forefront in a congested sports marketplace.
- To administer media requests, media operations and provide a media service at British Judo's national and international hosted events.
- To work alongside the Head of Communications to develop British Judo's social media channels.
- To undertake other PR activity as directed by the Head of Communications.

GENERAL RESPONSIBILITIES

- To operate in accordance with the Association's policies and procedures, in particular the BJA's Equal Opportunities Policy
- Must positively promote the position of the BJA as the national governing body for Judo at all times
- Must maximise the resources of the BJA at all times.
- Must promote a positive image of the BJA in all dealings with internal and external contacts

SPECIAL CONDITIONS

- Must be available to regularly work outside office hours including weekends and coverage of selected overseas competitions (Grand Prix and Grand Slams).
- This role requires regular and extensive contact with children and therefore will be subject to the satisfactory completion of a Criminal Records Bureau background check
- The Job Description may be subject to change at any time at the discretion of the BJA and in accordance with business developments. Any changes will be communicated to and consulted with the post holder appropriately.

British Judo is committed to fostering a diverse and inclusive workforce. We actively encourage applications from candidates of all backgrounds, particularly those from underrepresented groups, including women, ethnic minorities, individuals with disabilities, and LGBTQ+ candidates. We believe that diversity of experience and perspective strengthens our organisation and enhances our ability to serve our community. British Judo is committed to Sport England and UK Sport requirements for all NGBs to have a Diversity Inclusion Action Plan (DIAP). British Judo is proud of the DIAP and would encourage all candidates to take an opportunity to read this [HERE](#).

We are also open to considering applications from individuals who possess strong transferable skills or can demonstrate an aptitude for communications and marketing, coupled with a genuine appetite to embark on a learning journey with us. If this sounds like you, and you believe you meet some of the requirements but are eager to develop further and are ready to put in the effort to achieve the rest, we want to hear from you. Get in touch and tell us why you are a great fit for British Judo.

If you require any reasonable adjustments during the application process or wish to discuss any particular needs, please do not hesitate to contact us. We are committed to creating a supportive and accessible environment for all applicants.

VALUE & BEHAVIOURS

Respect	The appreciation of others and yourself.
Modesty	We operate without ego in our actions and thoughts. Being modest is the opposite of being arrogant.
Friendship	Being a good companion and friend is something that will stand you in good stead all your life
Courage	We face difficulties with bravery. Everyone has their own difficulties and being courageous is different for each person.
Courtesy	To be kind, polite and to give generously without expecting anything in return.
Honour	To do what is right and stand by your principles and be someone who acts nobly and correctly.
Self-Control	We understand our emotions, even in difficult situations or when there are conflicts without desires.

TECHNICAL/SPECIALIST KNOWLEDGE

	Essential	Desirable
Understanding of national, regional and local sporting landscape in the UK		X
Ability to work with multiple projects at one point and prioritise work accordingly.	X	

EXPERIENCE

	Essential	Desirable
Previous experience in a similar role		X
A good understanding of contributing publications and written materials	X	
Ability to develop effective working relationships with colleagues and stakeholders both internal and external to the BJA.	X	
A good understanding of communications techniques and how to maximise the use of digital and social media platforms	X	
Proven track record of raising an organisation's profile through a wide range of media.		X

ABILITIES/SKILLS

	Essential	Desirable
Effective communication skills that meet individual stakeholder needs.	X	
Able to adapt style according to the needs of other staff and the context.	X	
Able to align own behaviours to BJA values and behaviours	X	
Able to communicate well - both orally and in writing	X	
Able to work on own initiative, problem solving and making sound decisions is essential. The individual should be able to work under pressure by prioritising own workload within timescales.	X	
Experience of Adobe Creative Cloud Suite and/or Video Editing software (e.g. Premier Pro)		X

QUALIFICATIONS

	Essential	Desirable
Degree level in relevant area (media, communications, public relations).		X
Driving Licence.		X