

Communications Lead

Introduction

The Communications Lead will focus on ensuring key messages about the sport and the activities of the Leadership Group is communicated effectively to the wider membership.

Overall

- Advise the Leadership Group on communications best practise and messaging to support the work of the Leadership group
- Support the creation and delivery of an effective communications plan
- Develop and ensure effective, Swim England ratified, communication channels to engage with:
 - Regions, Counties and Club
 - Athletes, Coaches, Volunteers
 - Wider stakeholders

Specific responsibilities

- Main point of contact for the Swim England Communications Team and Swim England Sport Development Directorate on communication matters
- To provide group specific information relevant to the Swim England Communications Team in a timely manner to support raising the profile of the sport or group's work
- To consult with the Swim England Communications team on delivering specific messaging relevant to the Group's work
- Work with the Swim England Events Team to raise the awareness of specific events

Main tasks

- Develop and maintain up to date knowledge of relevant events, decisions and messaging.
- Provide advice to the group on the direction and content of messaging.
- Make recommendations to the Group in relation to the adoption of communications activities to raise the profile of the sport.
- Work in partnership with the Swim England Communications Team to ensure effective and relevant content is created to engage those interested in the sport.
- Work in partnership with the Sports Development Directorate and the Regions to ensure that all key messages are communicated clearly.
- Support the delivery of events by collaborating with the Swim England Events Team and ensuring the message is understood by the community.

Commitment

- The required attendance for meetings is outlined in the Leadership Group Terms of Reference.

Water Polo Leadership Group

Terms of Reference

1. Membership

- 1.1 The Group Membership will consist of:
 - 1.1.1 Chair
 - 1.1.2 Technical Official Lead
 - 1.1.3 Coaching Lead
 - 1.1.4 Volunteering Lead
 - 1.1.5 Competition Planning Lead
 - 1.1.6 Communications Lead
 - 1.1.7 Sport Operations Committee (SOC) Representative
 - 1.1.8 Development Team (DT) Representative – Swim England employee
 - 1.1.9 Talent Manager(s) - Swim England employee(s)
- 1.2 The role descriptions for each of the above are centrally defined by Swim England.
- 1.3 All volunteers must hold Swim England membership. All members of the Water Polo Leadership Group (“Group”) are voting members.
- 1.4 Other roles can be proposed by the Chair, for consideration and approval by the Sport Operations Committee (“SOC”). Such roles will need to be defined and have role descriptions and will be subject to the same terms of service as set out in this document.
- 1.4 Swim England Sport Development Directorate (“SDD”) team will manage the administration of the Group.

2. Specific Responsibilities

- 2.1 Provide knowledge and technical input into the discipline plan covering an agreed period set by SOC, which is written by the SDD in conjunction with the Discipline Chair.
- 2.2 There must be one plan for the entire discipline – including all aspects. The operational implementation of the plan is the responsibility of Swim England staff or, where formally identified, a designated volunteer.
- 2.3 Overarching responsibility to ensure the plan is delivered.
- 2.4 Regularly evaluate the progress of the plan by the most appropriate means.
- 2.5 On a needs basis, set out specific terms of reference for any sub-groups including role, requirements, membership recruitment process and terms of office (reflective of these Terms of Reference). This must be agreed by the SOC. Sub-groups that are not time bound must be annually reviewed.
- 2.6 Actively engage with the Regions to support the delivery of the implementation plan and inform future activity.
- 2.7 Make recommendations to the SOC in relation to rules and regulations connected to the technical aspects of the sport.

- 2.8 Where Swim England are required to provide a representative for another body, the group shall make a recommendation to the SOC.
- 2.9 Any implementation of decisions must respect the need to maintain the Swim England values and protect / enhance our reputation.

3. Budget

- 3.1 The annual implementation plan is a costed plan. There will be one budget covering all aspects of the discipline, including Group costs. The budget responsibility sits with the Head of Development.
- 3.2 The budget remains centrally controlled and is dependent on completion of activity. Any activity variation, which has budgetary implications, must be authorised by the Sports Development Director and Chair of the SOC.

4. Meetings

- 4.1 Meetings will be held as required with a minimum of four each year. Subject to the following requirements per year:
 - 4.1.1 At least two must be held face to face or via video conferencing.
 - 4.1.2 At least two with all regional discipline managers or other relevant regional representative.
 - 4.1.3 In September a dedicated implementation plan meeting must take place to fall in line with the Swim England planning calendar (and budgetary planning cycle).
- 4.2 Meeting dates shall be set by the Group Chair and will be communicated prior to the start of each calendar year. Group administration will be managed by a member of SE staff who will support the group by arranging meetings, recording minutes, distributing papers and any other duties as agreed with the Head of Development. The attending administrator is not a member of the Group
- 4.4 Meetings shall be conducted in accordance with Swim England good meeting practice. The minutes of the meeting shall state whether the meeting procedure complied with that practice.

5. Reporting

- 5.1 The Group reports to the SOC via the designated SOC Representative who will highlight areas of progress and concern following each Leadership Group meeting.
- 5.2 Where a Leadership Group establishes a sub-group it is responsible for ongoing monitoring and evaluation of the sub-groups activity.

6. Conflicts of Interest

- 6.1 The Group must follow Swim England's Conflict of Interest policy at all times.
- 6.2 Completion of the Declarations of Interest Form must be completed by each member annually. This process will be administered by the Group Administrator.

7. Resolutions and Voting

- 7.1 Meeting quorum is a minimum of four members (to include one Swim England employee member).
- 7.2 Decisions shall be taken by resolution and recorded in the minutes at which such a resolution is passed. Where a consensus cannot be reached, the Chair must request a vote on a show of hands, determined by a simple majority. Each voting member shall have one vote.
- 7.3 Ordinarily the Chair will not have a vote, unless there is an even number of votes cast and a majority vote does not occur. In these instances, the Chair shall have a casting vote.

8. Confidentiality

- 8.1 Members must adhere to the Swim England policy on confidentiality for volunteers. Members must also keep confidential:
 - 8.1.1 information provided by Swim England that Swim England designates as confidential, and
 - 8.1.2 any information or discussions the Group designates as confidential.
- 8.3 Group members must bear in mind that offensive or other inappropriate comments on social media could violate Swim England regulations or codes of conduct. Group members must refrain from comment in the press or on social media on Group work unless in accordance and permission of Swim England Communications team together with the Group Chair.
- 8.4 All members are required to complete the Swim England standard committee confidentiality agreement document and abide by its contents.

9. Papers

- 9.1 The meeting pack will be circulated to attendees by the Group Administrator by email no later than five working days ahead of each meeting.
- 9.2 A draft copy of the minutes will be approved by the Chair and circulated within seven days of a meeting to:
 - 9.1.1 Leadership Group
 - 9.1.2 SOC
 - 9.1.3 Regional Chairs
 - 9.1.4 SLT (and wider leadership team where appropriate).
- 9.3 An agreed set of Meeting Minutes (marked as final) must be published within 14 days of the meeting.

10. Review of Terms of Reference

- 10.1 The Group's terms of reference will be reviewed by the Group Chair at least annually. This process should normally be undertaken in February each year and any recommended changes reported to the SOC.

11. Terms of Office

Role	Maximum Term
11.1 Chair	2 x four years
11.2 Technical Official Lead	2 x four years
11.3 Coaching Lead	2 x four years
11.4 Volunteering Lead	2 x four years
11.5 Competition Planning Lead	2 x four years
11.6 Communications Lead	2 x four years
11.7 SOC	Whilst serving on the SOC
11.8 DT Rep	Whilst in role
11.9 Talent Manager	Whilst in role

11.10 Where existing members have already served the maximum of eight years, a transition will be discussed

11.11 Members can be removed by the SOC if they are not fulfilling the role satisfactorily.

12. Recruitment

12.1 All members of the Group will be appointed through a Swim England led process.

12.2 The SOC will appoint the Chair. Appointment of all other members will be the responsibility of the Chair alongside other individuals as agreed by the SOC.

12.3 An induction pack will be provided to each member. Signed receipt of this pack will be required, as will additional documentation listed below:

- 12.3.1 Declarations of Interest.
- 12.3.2 Confidentiality agreement.
- 12.3.3 Code of Conduct.