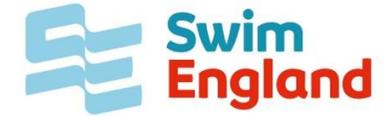


# Job Description



**Job Title:** Public Affairs and Communications Officer

**Department:** Marketing and Communications

**Reporting to:** Head of Public Affairs

**Direct Reports:** None

**Location:** Sport Park with opportunity to work from home up to 2 days per week

**Salary:** £26,530 - £28,004

## Job Purpose:

To increase the effectiveness and impact of Swim England's influencing and campaigning work across a number of policy areas.

This will be achieved by developing and strengthening relationships with key stakeholders and policymakers.

## Values:

We include

We are ambitious

We collaborate

We do what's right

## Key responsibilities

- Support the Head of Public Affairs to deliver the influencing strategy
- Monitor political developments, legislation and policy changes that impact aquatics
- Draft briefings, position papers and responses to consultations on relevant policy issues
- Build and maintain good relationships with government officials, policymakers, the media and other key stakeholders within the swimming sector
- Assist with planning and delivering high-profile events, roundtables and campaigns
- Represent Swim England at external meetings, events and parliamentary engagement opportunities
- Create and implement effective communication plans to support campaigns, programmes and key initiatives
- Promote Swim England's health and wellbeing, school swimming/water safety content across our digital platforms including swimming.org and social media channels
- Produce and distribute press releases, media statements, email newsletters, articles and features that raise the profile of Swim England
- Support with proactive and reactive communication priorities to raise the profile of the organisation
- Produce internal communications to increase knowledge and support for campaigns and initiatives amongst team members

## Skills and experience required

### Essential

- Excellent written and oral communication skills and knowledge of public affairs and campaigning
- Experience of parliament/previous public affairs experience or equivalent comms experience
- Knowledge and understanding of UK parliamentary and government processes
- Understanding of local government
- Ability to write for different audiences, simplifying complex information and creating engaging, persuasive communications
- Well-developed interpersonal and influencing skills in order to build good working relationships and communicate messages effectively, including when dealing with senior individuals
- Ability to proactively identify opportunities, plan, initiate and manage actions, monitor and evaluate progress and redirect future actions as necessary
- End-to-end project management skills with the ability to juggle multiple campaigns and work to deadlines under pressure
- Excellent organisational skills with a strong attention to detail
- Flexible and proactive approach to work

### Desirable

- Highly computer literate including WordPress, Expression Engine CMS use, newsletter systems