



Athletics NI
Communications
Officer
Recruitment Pack
April 2025

OUR PURPOSE AND VISION

To **inspire** more athletes of all abilities and backgrounds to fulfil their potential, have a lifelong love for the sport, and ensure an inclusive sport where everyone belongs and can flourish.

Alongside this we aim to unite the athletics community to overcome the current challenges and work collaboratively to safeguard the sport for the future.

OUR MISSION

We seek to increase participation and performance success in athletics at all levels and across all disciplines, ensuring a positive and enjoyable experience for all. We will provide opportunities and enter into partnerships that will inspire and empower organisations and individuals of all ages, genders, races and abilities to achieve their full potential. In everything we do we will focus on safety, wellbeing, equality and positive social impact.

OUR VALUES

We integrate our core values throughout Athletics Northern Ireland in order to build trust, guide behaviours, and maintain a culture that supports achievement of our agreed objectives.



INTEGRITY

Everyone involved in our sport will be respected and treated fairly with a focus on positive relationships, facilitating inclusion, collaboration, mutual support and empowerment.



ACCOUNTABILITY

Everyone involved will be clear about their responsibility to deliver in their role, and to report performance accurately and promptly. All decision making will be clearly communicated and aligned to the strategy.



TRANSPARENCY

We will share relevant information, to support trust and alignment. Equally where confidentiality is necessary, we will operate discretion to protect our staff, members and the sport as a whole.



EXCELLENCE

We will plan, act, reflect, and really listen, to drive innovation and continual improvement. We will ensure our policies and procedures are fit for purpose and consistently applied.



FUN

We want people to feel excited and inspired by our sport, in a safe environment with fun and enjoyment at the heart of athletics.





Communication Officer Job Description

Job Title: Communications Officer

Reports to: Membership & Communications Manager

Location: Athletics House, Old Coach Road, Belfast BT9 5PR

Contract Term: One year, with possibility of extension subject to funding.

Hours: 37.5 hours per week

Salary: £24,570

Athletics Northern Ireland is the governing body for athletics in Northern Ireland, overseeing the development of athletes, coaches and the sport from grassroots to world-class. At Athletics Northern Ireland, we aspire to excellence in everything that we do. At a time when our athletes are achieving medals and top 8 performances in major athletics events having over 90 clubs actively developing athletes, coaches and officials, there has never been a more exciting opportunity to be part of this team in supporting Athletics NI athletes and coaches to success.

Job Purpose

The Communications Officer will support the overall organisation in communicating and promoting Athletics NI events.

Key Tasks:

Digital Marketing

- To assist in the successful promotion of the Athletics NI events, including Track & Field, Cross Country and Road Running.
- Maintain and update the website and ensure the effective use of Facebook, Twitter and other social media throughout the organisation.
- To help create content for Athletics NI social media channels and websites, including Twitter, Facebook, Instagram and TikTok.
- To assist in the development of a Club Marketing project, to support clubs in their digital media and marketing and to create materials for this project.
- Monitor the Athletics NI social media channels and respond to queries appropriately.
- Provide the Membership & Communications Manager with monthly social media reports and statistics



Communication Officer Job Description

- Assist in the implementation of the Athletics NI Marketing & Communications Strategy
- Updating and maintaining marketing databases, ensuring that all GDPR compliance is adhered to

Participation Events

- Work in conjunction with the Events Manager and the Admin & Events Assistant to ensure that Athletics NI's key Championships and events are promoted successfully and are appropriately branded
- Preparation of race packs and organising pack collection in conjunction with the Admin & Events Assistant
- Attendance at events to undertake administrative and digital marketing duties (this may involve working away from normal base and at weekends)
- Ensure all event information is updated accurately and uploaded to the website in adequate time
- Ensure timely communications via email and social media to Athletics NI clubs and wider membership in relation to Athletics NI's events and programmes.

General

- Undertake vocational training, where appropriate to the post, including participating in the Rank Foundation 'Action Learning Set' meetings and the annual networking conference.
- Work efficiently and calmly to tight deadlines
- Work as part of a team to implement Athletics NI's strategy contributing to the development of Athletics NI and participate in organisational training, staff reviews, CPD etc.
- This job description is not regarded as exclusive or exhaustive as there may be other duties and responsibilities associated with the post which Athletics NI may require the post holder to perform from time to time in the implementation of its policies
- Perform other duties as may be required

Person Specification

1.0 Qualifications and Attainment

Essential

- A minimum of 5 GCSEs including English & Maths (or equivalent)
- 2 A Levels (or equivalent) .
- Experience in posting and monitoring messages.

Desirable

- Experience of creating media for YouTube, TikTok or other similar platforms.
- Experience of maintaining a website using a CMS package.

2.0 Experience

Essential

- Experience of establishing and managing relationships within the sport and physical activity sector.
- Creating digital content including graphic and video production
- Maintaining Sports Social media accounts.
- Experience of writing and editing content

Desirable

- Experience of working within the sport sector.
- Experience of mentoring and/or supervising volunteers.

3.0 Knowledge and Skills

Essential

- Excellent communication skills, both written and verbal.
- Proficient in the use of MS Office Knowledge and experience using database and spreadsheet software
- A good understanding of the fundamentals of digital marketing.

Desirable

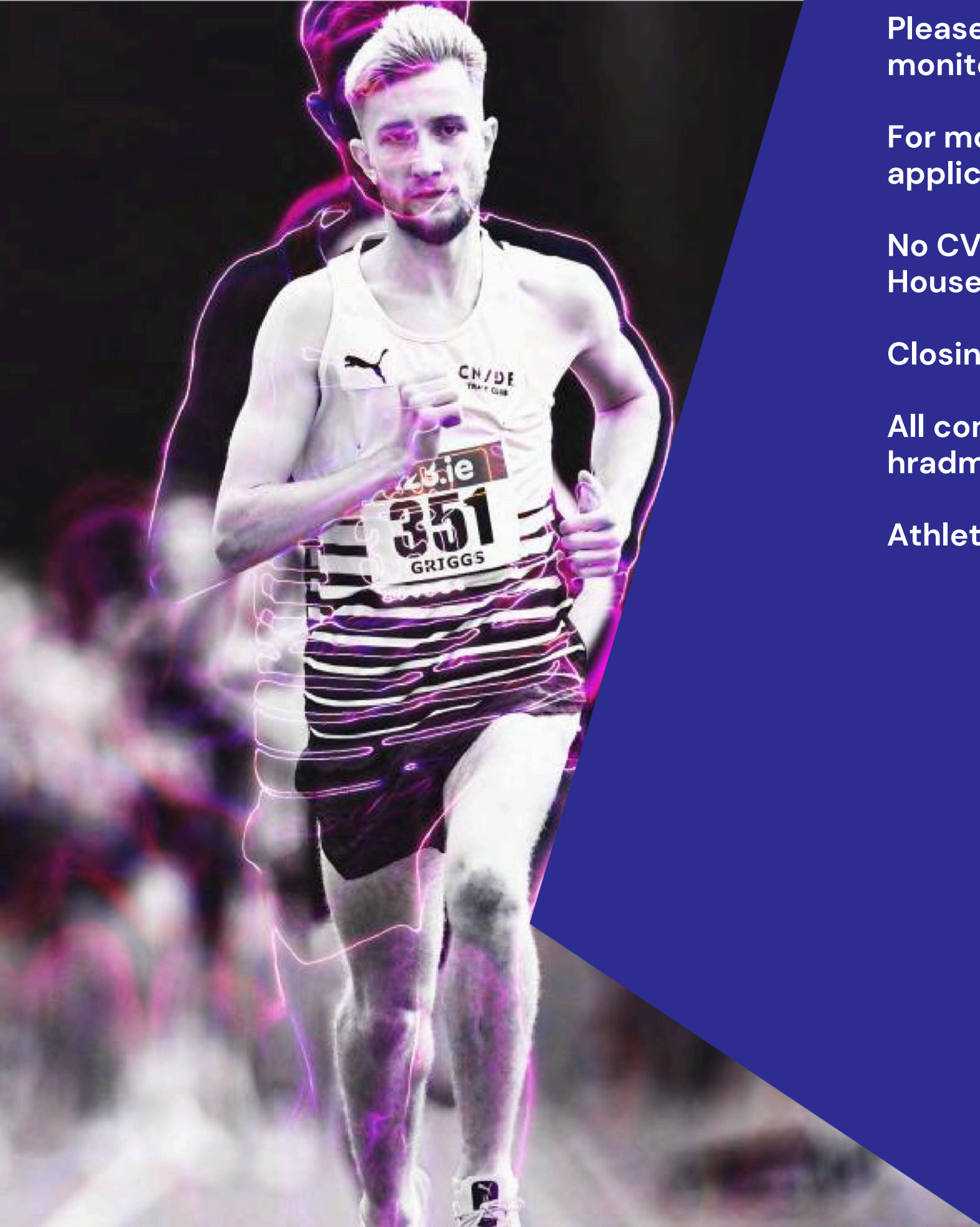
- Knowledge of Athletics in Northern Ireland and the current club structure.

4.0 Circumstances

Essential

- Prepared to work irregular hours including evenings and weekends.
- Have access to a mode of transport that allows you to fulfil all requirements of the post (personal cars must be appropriately insured for business use if necessary).

How to Apply



Please apply by downloading the application form and monitoring form.

For more information or any assistance on downloading the application forms please email hradmin@viablecs.org.

No CVs will be considered. Interviews will be held at Athletics House, Belfast.

Closing Date for applications: Friday 25 April 2025, at 12 noon.

All completed applications to be sent to hradmin@viablecs.org.

Athletics NI is an equal opportunities employer.



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