

Communications Lead

Location - Home based with national travel.

Hours - 32 hours per week (0.8 FTE)

Salary - £30k - £35k FTE. 18-month contract

Introduction

Founded in 2020 with a clear mission to ensure African, Caribbean, and Asian communities have equitable access to vital water safety education, drowning prevention and the benefits of aquatics, the Black Swimming Association (BSA) is spearheading a transformative movement within the aquatic sector, providing an invaluable bridge into communities that have been historically excluded, disenfranchised and invisible in the context of aquatics and water safety.

In the UK, swimming and water-based activities have long been cherished for their physical and mental health benefits. However, the unfortunate reality is that not everyone has equitable access to these opportunities. Historical, social and economic inequalities, coupled with institutional bias, have resulted in some communities being significantly underrepresented across all aspects of aquatic engagement.

By amplifying the voices and experiences of ethnically diverse and other marginalised communities, we aim to challenge the status quo and dismantle the barriers that prevent individuals from fully participating in and benefiting from aquatics. Importantly, the BSA's work extends beyond swimming pools, encompassing all water-based activities that rely on swimming skills and water safety knowledge. By broadening our scope through the formation of Inclusive Aquatics C.I.C., we seek to create a comprehensive and inclusive approach to aquatics that ensures everyone, regardless of their background, can safely and confidently enjoy the benefits of water-based activities.

The BSA group consists of the Black Swimming Association (charity) and Inclusive Aquatics (C.I.C) and the Communications Lead role will contribute to the work of both the charity and the C.I.C.

Overview

The Communications Lead will work to create greater equity, inclusion and diversity in aquatics. The BSA group uses the power of communication effectively and compellingly to advocate for positive change in systems, attitudes, and behaviours.

The BSA group will ensure that the voice of excluded communities is heard in the drive for change by:

Informing external stakeholders about pioneering research findings

Highlighting the inequalities that exclude ethnically diverse communities from learning to swim and gaining water safety knowledge.

Campaigning for the removal of barriers to participation and promoting ways to tackle under-representation in aquatics

Purpose of the role

To help achieve the BSA group's strategic objectives, the Communications Lead will ensure that the charity and C.I.C communicates clear and compelling messages to different key audiences in appropriate and accessible ways using a variety of communication mechanisms. Examples of these are social media and digital content, press releases, joint statements with partners, campaign narratives and through printed materials (i.e. research and evaluation reports).

The role will also contribute to effective internal communications across the BSA group's remote working team to foster strong and constructive connections between team members, and to ensure the team is kept up to date with the progress towards its strategic objectives.

Key responsibilities

1. Oversee the BSA group's platforms and social media accounts, taking responsibility for creating and producing fresh content in line with trends for follower growth and engagement.
2. Design a communications strategy to help achieve the BSA group's mission and vision.
3. Write press releases and other external communications.
4. Work with external PR agencies and other comms support for press statements, releases, and interviews.
5. Act as a point of contact for media enquiries and requests for interviews.
6. Work with external marketing professionals to produce copy for articles, advertisements.
7. Design and implement marketing campaigns to promote the BSA group's community-based water confidence programmes and pioneering research studies.
8. Support internal messaging across the BSA group's team to ensure all team members are updated and aware of developments.
9. Work with the BSA group's team members to ensure consistency in publishing and promoting the research findings and programme evaluations.
10. Take a leading role in organising the BSA group's events and attend sector networking events and conferences.
11. Refresh and update the BSA group's websites.

Additional Duties

The BSA group's work in a fast paced and interchangeable environment, which means tasks and responsibilities for all staff can be varied and occasionally unpredictable. The post holder is expected to respond in a flexible way when such occasions arise and undertake tasks not specifically covered, but which are coherent within the role of Communications Lead.

Accountability and relationships

The Communications Lead will be accountable to the Strategic Lead - Development & Operations and will work closely with the trustee who supports the communications work of the BSA group. Additionally, the role will work with other appropriate the PR agencies as required.

Person specification

Knowledge, Experience, Skills & Abilities

Communications & Content	At least two years of work experience in communications, public relations, or a related field	Essential
	Knowledge of prominent aquatics, water safety and physical activity campaigns	Desirable
	Passion for keeping on top of emerging social media trends and experience of managing social media accounts and creating content based on audience demographics.	Essential
	Experience as a communications specialist, with a focus on <ul style="list-style-type: none">• Copywriting and editing• Web-design, web-mastering, and an understanding of web accessibility• Content production and editing; visual and audio media editing skills• Writing and producing content for the web	Essential
	Excellent verbal and written communication skills	Essential
	Experience using a content management system	Essential
	Experience of commissioning user research	Desirable

	Understanding of search engine optimisation (SEO), including commissioning keyword research.	Essential
	Experience of data reporting using Google Analytics and social media listening tools	Desirable
	Strong communicator, approachable and able to communicate complex information concisely and effectively to a variety of audiences.	Essential

Interpersonal Excellence	Great interpersonal skills and ability to work well as part of a team	Essential
	Ability to work well under pressure and manage sensitive or controversial subjects with tact, kindness, and professionalism	Essential
	Understand the importance of organisational culture, diverse nature, values and behaviours, and the benefits of developing these within an organisation.	Essential
	Ability to build strong and productive relationships with colleagues and teams across the organisation.	Essential

Aquatics & Water safety	Knowledge of and a passion for aquatics and water safety	Desirable
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Diversity & Inclusion	Knowledge of and a passion for diversity and inclusion through education, advocacy, support, and research	Essential
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Skills and Abilities

IT	IT literate with experience of Microsoft Office package	Essential
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How to apply

If you wish to apply for this position, please supply the following:

- A detailed CV (maximum two sides) setting out your career history, with responsibilities and achievements. Within your CV, please provide details of two professional referees. Referees will not be contacted without your prior consent.
- A covering letter (maximum two sides) highlighting your suitability for the role and how you meet the person specification. Please note that the covering letter, is an important part of your application and will be assessed against the specified qualifications, knowledge, understanding, skills, and experience so we request that you reference all parts listed. Please include your salary expectations.

The BSA group encourages and welcomes applications from all people, regardless of background, ability, and circumstances. Upon submitting your application, we will send you an equality monitoring form for you to complete.

If you have any questions about the role, please contact Dan Newton (dan.newton@inclusiveaquatics.com), you will receive a response to your request the next working day.

To complete your application, please email your CV and cover letter Dan Newton (dan.newton@inclusiveaquatics.com) by 1200 on Friday 12 January 2024.

The BSA group will review all applications and shortlist candidates for interview between Friday 12 January and Thursday 18 January. Interviews will take place on Tuesday 23, Wednesday 24 and Thursday 25 January 2024.