

Communications Executive – Pathways



This role will deliver external communications that focuses on promoting the High Performance pathways programmes and its activities, while supporting the wider communications team in achieving its objectives.

About the role

Key Responsibilities:

Pathways communications delivery

- Act as the communications representative within the Pathways space, supporting the male and female teams during competitions
- Lead responsibility for team announcements, match day coverage and tournament communications planning for pathway teams, including the Scotland Men U20 and Scotland Women U21 teams
- Ensure Pathway programmes are professionally presented across internal and external channels

Media relations and PR management

- Plan and deliver proactive media events and activity including press conferences, match reporting, PR events and briefings
- Manage proactive and reactive media engagement through an annual comms strategy and event-specific plans
- Oversee operational media areas at appropriate events
- Provide media guidance, training and support to all players, management and employees within the programme
- Monitor media coverage and social media activity, providing feedback and insights to stakeholders as required

Stakeholder collaboration and partner activation

- Work closely with Scottish Rugby colleagues, particularly Communications Lead - High Performance and Communications Manager – Women’s Programme, on wider High Performance and programme plans
- Collaborate with Scottish Rugby partners to support activations and promote their partnerships and investment in the sport
- Support the wider Communications team operations, including administrative tasks, creating media schedules, booking photography and travel, as well as match day event support as required

Stakeholders

This role works with a wide variety of internal and external stakeholders to ensure collaborative working across all areas:

- Communications and Stakeholder Engagement teams
- Coaches and colleagues in the National Talent Pathway
- High Performance colleagues
- Rugby Development colleagues
- Members of the media
- Male and female players within the Academy and Pathway programmes
- Marketing colleagues, including digital, creative, and content teams
- Commercial team
- Events team

“Our ambition is that everyone in Scottish Rugby feels a sense of ‘belonging’ by being clear on the purpose of their role, feeling valued as a member of the team, and connected to colleagues across all areas of the organisation”

Key Skills

Business Enabler

- **Stakeholder management:** You have a strength for collaboration which engages internal and external partners. This enables you to create boundaries and manage expectations, enabling projects to work on time and to budget.
- **Digital Literacy:** You can find, use, evaluate, create and share information digitally. Think critically about the content and use tools and platforms to communicate in digital ways.
- **Creativity & Innovation:** You demonstrate and open-mindedness and curiosity to idea and opportunity. You try new ideas and put things into action.
- **Communication:** You get your point across clearly and effectively. You make sure that everyone understands what the message is, and that they equally feel heard.
- **Project Management:** You oversee and manage the full life cycle of projects, liaising and guiding colleagues and stakeholders to make sure everyone knows the part they need to play for a successful outcome. You have the ability to manage multiple priorities and work to tight deadlines.

Knowledge & Experience

- Experience building media relationships across national and local channels, maximising media opportunities
- Experience working in high performance sport, ideally in decision making, athlete-facing roles
- Experience creating and delivering proactive content to drive exposure and fan engagement
- Strong relationship management skills, contributing positively to team culture
- Experience delivering comms plans for strategic priorities, events and competitions
- Proven ability to meet deadlines in a demanding, fast-moving environment
- Strong writing skills for media announcements, match reports and press releases for web and publication
- Confident public speaker
- Understanding of rugby union and knowledge of Scottish Rugby operations
- Experience in media/press office/communications roles, including reactive media handling
- Experience in photography/content capture
- Degree (or equivalent experience) in English, Communications, Journalism or related field
- Proficient IT skills, particularly Microsoft Office

Working Logistics

Location: Scottish Gas Murrayfield, Edinburgh / Oriam, Edinburgh

Working pattern: Full time, this will include evening and weekend working. In competition, there is a commitment required to spend extended periods of time within a team environment, both in Scotland and abroad.

Contract type: Permanent

Reports to: Head of Communications