

# Communications Lead – Rugby Development



Lead the development and delivery of a Rugby Development communications and audience engagement strategy that grows participation, strengthens club and community visibility, and increases connection to the game across Scotland.

## About the role

### Key Responsibilities:

#### Strategic communications and storytelling

- Lead the creation and delivery of a Rugby Development communications plan aligned to strategic priorities, ensuring clear objectives, target audiences, channels and success measures
- In partnership with Marketing, Social and Content teams, set communication and content direction and priorities for the community game, acting as the strategic lead of Rugby Development messaging and priorities
- Provide day-to-day direction and leadership on all elements of the communications plan, ensuring content priorities, planning and output align to the Rugby Development strategy

#### Media relations and PR delivery

- Lead on positive PR moments for rugby initiatives supporting Rugby Development's strategic objectives
- Deliver key comms milestone events promoting Rugby Development initiatives
- Identify and activate 'moments that matter' in the community game calendar to maximise reach and impact
- Work with key partners and stakeholders to generate impactful PR and media coverage results
- Build and maintain relationships with local and national media across print, broadcast, digital and social channels
- Manage proactive and reactive situations with media, clubs and other major stakeholders

#### Stakeholder engagement and partnerships

- Act as the lead communications voice within Rugby Development influencing senior colleagues and shaping how the community game is represented across the organisation
- Work with clubs and stakeholders to share the story of the game to a wider audience
- Collaborate with Scottish Rugby's commercial partners to support activations and promote their partnerships and investment in the sport
- Have an awareness of safe working environments and the required policies and protocols, particularly in relation to safeguarding

## 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
- Rugby Development department
- Marketing colleagues including social media, digital, creative and content teams
- Events colleagues
- Members of the media
- Volunteers, coaches and players involved in rugby across Scotland

*"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 of working with media to develop relationships and positive outcomes across multiple channels
- Experience leading integrated communication plans across comms, marketing and digital channels
- Excellent project management skills
- Understanding of Rugby Union and knowledge of Scottish Rugby and its working practices
- Experience working in or closely with community sport, community-based programmes or grassroots environments
- Experience growing audiences, engagement or participation through communications activity
- Experience of sourcing, presenting and delivering proactive content and media materials to generate wider exposure of a given product, client, team, event or brand
- Experience of working within media/press office/communications, sourcing and delivering proactive content
- Ability to translate strategy into audience-focused campaigns and content
- Experience of working on multiple projects with multiple deadlines, applying attention to detail
- Degree (or equivalent experience) in English, Communications, Journalism or related field
- Proficient IT skills, particularly Microsoft Office
- A full, valid driving licence is beneficial

## Working Logistics

**Location:** Scottish Gas Murrayfield, Edinburgh

**Working pattern:** Full time, the ability to work flexible hours due to working in sport this will include evening and weekend working

**Contract type:** Permanent

**Reports to:** Head of Communications