

Who are we?

The London Marathon Foundation (part of the London Marathon Group) is one of the UK's major funders of initiatives that support people – especially children, young people and underserved communities – to lead active and healthy lives.

We're the parent charity of London Marathon Events (LME), whose event portfolio includes the TCS London Marathon and Ford RideLondon-Essex. Every year, after costs, the surplus generated by LME is passed through corporate Gift Aid to the Foundation, and we use this income to fund projects that inspire, increase and champion participation and diversity in physical activity in London, Essex and across the UK.

Since our founding in 1981, we've awarded more than £105 million to more than 1,700 projects that inspire activity. Being active looks different for everyone, and we fund a wide range of inclusive sports and physical activities – from boxing to wheelchair basketball, street dance to seated exercise classes and play to Pilates – so that everyone, regardless of their age, ability or background, can lead an active and healthy life.

Our values are integral to who we are, how we work and what we do:

- **Impact** – together we create positive change
- **Innovate** – together we enable new ideas
- **Everyone** – together we champion inclusivity
- **Customer first** – together we go the extra mile for all

Diversity, inclusion and wellbeing are at the heart of everything we do, and we want to ensure they are at the heart of our company. We strongly value diversity within our workforce and recognise that different people bring different perspectives, lived experience, ideas and culture to the company. This difference brings with it great strengths, including diversity of thought and innovation.

So, if you're ready to be a force for good, lead change and make a difference to society, keep reading.

About the role

We're looking for a highly organised, positive and enthusiastic communications professional to join our team on fixed term basis as our Communications & Engagement Manager (maternity cover).

Reporting into the Executive Director, you'll be responsible for developing communications and engagement strategies to raise the profile of the Foundation's work and impact. You'll be able to successfully balance long-term planning with delivering a wide range of day-to-day activities, and will enjoy working in a collaborative, hands-on environment.

You'll have excellent written and verbal communication skills, and the ability to form effective working relationships with internal and external stakeholders at all levels. You'll have demonstrable communications experience and be comfortable planning and leading on activities for a range of audience and channels. Previous line management experience will also be key, as you'll be responsible for managing the part-time Communications Officer.

You'll demonstrate a commitment to our values, as well as a genuine interest in using the power of sport and physical activity to improve society and the lives of the most underserved people in communities in London and beyond.

What you'll be doing

The Communications & Engagement Manager (maternity cover) will have a wide and varied role, developing and delivering on the Foundation's communications strategy and activities that will build the Foundation's brand and profile with our priority audiences. The below is a guide to some of the key responsibilities of the role:

Communications Management

- Developing and delivering the Foundation's Communications Strategies (both internal and external) and all associated planning and outputs, including management of the communications budget.
- Working closely with team members involved in data, insights and impact to ensure a compelling impact narrative of the Foundation's work is communicated internally and externally.
- Working closely with the Funding Team members on all communication activities and activations relating to all of our funds and partnerships.
- Leading on internal and external communications with our key audiences.
- Leading on writing and proofing editorial content (blogs, press releases, website articles, etc.) with the support of the Communications Officer.
- Overseeing all content production, with the support of the Communications Officer, from suggesting ideas for new content to when/how/where it should be published.
- Overall responsibility of all aspects of the Foundation's digital communications, including the website and social media channels, and when needed, supporting the Communications Officer with day-to-day activities and community management.
- Liaising with journalists and media to land key pieces and interviews in relevant outlets.
- Collaborating with LME's Communications and Creative Teams to provide engaging and timely content that can be used across event and participant comms.
- Supporting funded organisations with any communications requests, including providing quotes for their press releases and briefing notes for any team or Board members attending opening events.
- Supporting governance-related tasks with an external focus eg, the Annual Report & Accounts.

Internal Communications & Group Working

- Contributing as required to quarterly Board Meetings and any other Board or Committee meetings as required.
- Supporting the Executive Director where needed on Group-wide, strategic work including on presentations, papers and other internal documents.
- Leading on communications activities to promote the Foundation's work internally with LME colleagues.
- Attending and, where required, contributing to weekly All-Staff Meetings.

Sector Engagement

- Delivering external engagement activities to raise the Foundation's profile with key audiences.

- Coordinating opportunities for the Foundation's involvement in relevant events and networks within the funding and physical activity for development sectors.
- Representing the Foundation at grantee/funder/stakeholder events as required.
- Assisting the Funding Team with outreach activities to raise awareness of funding opportunities in target geographical areas and with priority groups.
- Supporting the ongoing mapping of key partners and stakeholders for the London Marathon Foundation, and supporting with any mapping required for the London Marathon Group.
- Supporting the Executive Director with any other partner and stakeholder engagement as required.

Line Management

- Line management of the part-time Communications Officer.

Skills required

- Experience of working on communications strategies and planning in a relevant role and/or sector
- Excellent understanding of commonly used communications channels used by funders and charities
- Experience within the charity sector, community sport or physical activity sector, with a good understanding of the importance of physical activity and related public health issues
- Interest in improving community health and wellbeing outcomes
- Excellent organisational and presentation skills
- Confident written and verbal communicator
- Impeccable attention to detail with strong proofreading skills
- Ability to build effective internal and external relationships
- Creative thinker, able to suggest new ideas and solutions
- Line management experience

Advantageous but not essential:

- Existing connections with London-based or third sector media/journalists.
- Knowledge of current activity trends/levels in London.

What do we have to offer?

- An opportunity to make a difference to society
- An incredibly rewarding job
- A charity that you will be proud to work for
- Flexible ways of working
- Learning and development opportunities
- Involvement in delivering LME's inspirational events portfolio
- Regular social activities organised by our Social Committee

The other benefits:

- 25 days holiday pro rata, plus bank holidays and a 10-day Christmas shutdown
- On site bike storage and showers on return to office working
- Wellbeing allowance
- Personal Health insurance
- Excellent employer contributions into our pension scheme

Recognised as one of the UK's Best Medium Workplaces and a top 20 Best Workplace for Women by Great Place to Work, we're working hard to ensure we're a truly inclusive place to work.

This means we don't just look at your CV. We're more focused on who you are and the potential added value you'll bring to the London Marathon Group.

We also know that everyone has a life outside work, so we're open to discussing flexible working options, provided we can balance your needs with those of our customers. We'll do everything we can to support you during your application. If you need us to make any adjustments to our recruitment process to accommodate your needs, feel free to contact our People and Culture Team who will be happy to support you.