



# **NPHT**

## **NATIONAL PARALYMPIC HERITAGE TRUST**

**Marketing & Communications Officer (2 days a week)**

**Job Description** February 2024

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#### **1. Overview**

The National Paralympic Heritage Trust (NPHT) has embarked on a new exciting 5-year Strategy – ‘Becoming Seamlessly Inclusive 2023-2028’. To help us on this journey and our ambition to reach 1 million people, locally, nationally, and internationally we are seeking an individual to lead on delivering our marketing and audience development plan with support from the wider team. The role will raise the profile of the NPHT and reach new audiences.

We are looking to appoint a dynamic Marketing and Communications Officer to help us on this exciting journey, someone who shares our inclusive values with energy for positive change.

#### **2. Background**

The NPHT was formed in 2015 with the core purpose to ‘enlighten and inspire future generations by celebrating, cherishing and bringing the Paralympic heritage and its stories of human endeavour to life’ and in doing so to challenge negative perceptions of disability. Our purpose is to celebrate, cherish and bring the heritage to life, in a compelling and evocative way, securing a legacy, feeding a growing public interest since London 2012, changing attitudes, and instilling national pride.

In our role as caretakers of one of the World’s most important disability history collections, the Paralympic movement, we aim to become, and help others become seamlessly inclusive. From 2023 to 2028 for every £2 we spend we aim to positively broaden somebody’s understanding of disability and transcend heritage access.

In our first 5 years 2017 to 2022 we reached over half a million people across the UK, and overseas, (over 50% of our website visitors are from abroad representing 195 different nations), establishing an accredited museum and collection of international importance. Our learning programmes and digital engagement are recognised as providing ground-breaking access to D/deaf and disabled audiences. Our purpose and moral responsibility are to continue to bring this unique British heritage to life, building awareness of Paralympic history, sport and the individuals involved in its development in a compelling and evocative way that pushes the boundaries of access for all, changing attitudes, serving national inclusion agendas, and instilling national pride.

The NPHT is a registered Charity 1165416.

The founding partners are the British Paralympic Association, WheelPower – British Wheelchair Sport and Buckinghamshire Council.

### **3. Vision 2023-2028:** Target audience 1,000,000.

The vision and focus for the next 5 years are exciting and ambitious, developed through input from audiences, stakeholders, and team it draws on our strengths, widening the collections, and delivering a range of engagement mainly across the UK and some overseas. We shall ensure that the theme of inclusion, across the full range of Paralympic sport, shapes what we deliver, how we deliver it, to whom and with whom we deliver it, as well as remaining a dynamic organisation that can respond to opportunity. Central to this work are three interacting themes that will be delivered both physically and virtually, through national, international, regional, and academic partnerships.

### **4. Role of the Marketing and Communications Officer**

We are seeking a person with marketing and communications expertise to help us build our audiences physically and virtually.

In this role you will:

- Lead on the delivery of key marketing objectives as set out in the marketing plan for 2023 to 2028.
- Contribute to the development and delivery of the marketing and audience development plans in response to need and opportunity.
- Oversee the NPHT social media accounts including creating content and sharing this with their audience online.
- Promote NPHT events and opportunities including uploading events to the website and researching opportunities to promote to relevant contacts.
- Writing publicity content including press releases, newsletters, e-invites, website copy, promotional banners, and leaflets.
- Write and create events listings on the NPHT website and other platforms.
- Monitoring and responding to feedback from the media and public about the NPHT.
- Report monthly on KPIs to the NPHT team and quarterly to the Board.

- Direct the wider team on areas where they support the marketing plan.

In order to deliver this work, you will have the following skills:

- Excellent written and verbal communications skills, with the proven ability to write and produce engaging communications for a range of channels and audiences. In particular meeting the access needs of our audience.
- Experience of developing, delivering, and evaluating marketing and communications activities to meet agreed objectives and audiences.
- Ability to create, plan and implement exciting social media campaigns.
- Ability to work proactively using own initiative, prioritise work and meet deadlines, with well-developed time management skills.
- Understanding of branding principles and application of these in communications and marketing.
- Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally.
- Flexible approach and skilled at working in a fast-paced environment and juggling multiple priorities.
- Experience of using common design packages, shared online drives, web content management systems and email marketing software.

## **5. Reporting Requirements**

You will be part of the overall NPHT team, liaising with other consultants especially the Digital Content Manager. You will report to the Head of Programmes, providing monthly updates.

## **6. Contractual arrangements**

Office based with flexibility to work from home. This role can be contractual or employed.

## **7. Fee**

£30-35,000 depending on experience (2 days a week pro rata) spread over 3-4 days.

## **8. Recruitment process**

**Please send your CV and any supporting documents by 5pm on Thursday 28<sup>th</sup> March 2024**

For further information and copies of the marketing and business plans please email:  
[admin@paralympicheritage.org.uk](mailto:admin@paralympicheritage.org.uk)

**Successful respondents will be invited to an interview on a date suitable for both parties.**