



Recruitment Pack

Head of Communications and Marketing

A vibrant, healthy and prosperous Yorkshire through everyone moving more



Yorkshire Sport Foundation | Nepshaw Lane South | Morley | Leeds | LS27 7JQ
Yorkshire Sport Foundation | registered as a company limited by guarantee in England and Wales: 7633990
Registered charity in England and Wales: 1143654





We know moving more, being active, or taking part in sport can help people improve their lives. ”

Dear candidate.

Thank you so much for your interest in joining us. At Yorkshire Sport Foundation, we're united by a clear and heartfelt ambition: to make it easy and enjoyable for everyone in Yorkshire to be active.

We know that moving more, being active and taking part in sport can transform lives. While many people already experience those benefits, too many still face barriers building activity into their everyday routines. That's why we believe being active should be woven into the thinking, planning and delivery of the many organisations and people who shape our lives each day.

Yorkshire is a region rich in culture, home to a wonderful mix of people and full of vibrant communities with diverse identities and strong heritage. Our people and our places matter deeply to us, not only because we're passionate about Yorkshire, but because we understand that where we live influences how we live.

Across two city regions, nine districts, and thousands of unique communities, South Yorkshire and West Yorkshire make up a large, diverse, and dynamic area with more than 3.7 million residents. We believe physical activity and sport have a powerful role in improving health and wellbeing, supporting the economy, strengthening communities and contributing to a fairer, more connected society for all.

I'm incredibly proud of the brilliant culture we've built here at YSF. One grounded in care, collaboration, ambition and a genuine commitment to our mission. If you share our values and feel inspired by the change we're working towards, I'm truly excited to hear from you.

Thank you again for considering this role.

Carl Hawkes
CEO

About us

Yorkshire Sport Foundation is a high-performing Active Partnership and a National Lottery-funded charity, supporting organisations across the nine districts of South Yorkshire and West Yorkshire.

We want to make physical activity a part of everyone's life, believing in the power of sport to change people's lives.

Our vision is to create a vibrant, healthy and prosperous Yorkshire through sport and physical activity, supporting the work of local, regional and national organisations.

A quarter of us are inactive – as a charity, we work closely with partners to help individuals and communities build healthy habits for life. Our role is to connect, influence and provide support for sport and physical activity, increasing and improving the many ways people can take part and get active.

Connect:

We bring together hundreds of organisations and thousands of people who can make a difference in people's lives through movement, physical activity and sport.

Influence:

We know we need to influence the many to realise our vision – and this means building trusting relationships, a common purpose and shared values.

Support:

Our charitable status, Sport England Lottery funding and membership of the Active Partnership network enable us to invest through our partners and local communities as and where needed.



Our YSF values

The team is driven by our values, which means we behave and make decisions based on these shared values which hold true for us all.

They act as the 'golden thread' of our culture and are important to us as individuals and as a collective and they contribute to the ambitions we share.

Values are at the heart of how we connect, influence, and support; how we interact with each other, and how we work and make decisions together to achieve results.

They are the lifeblood of the company. Combined with our collective skills, experiences, objectives and strategy; they make us the successful group of people we are.



Passion

Being enthusiastic and believing in what we are doing.



Fairness

Being fair and caring in our interactions with a focus on tackling inequalities.



Integrity

Being honest, dependable and doing what we've said we'll do.



Trust

Being trustworthy and trusting each other.



Learning

Being open to learning about ourselves and others, and what we need to do to excel.



Teamwork

Together, we will achieve

Employee benefits

We offer:



27 days holiday

Rising by 1 day each year up to a maximum of 32 days, plus bank holidays.



Company sick pay

Full pay for varying periods of time, dependent upon length of service.



Commitment to diversity and inclusion

We have completed the Disability Confident self-assessment and are taking all the core actions to be a Disability Confident employer.



Group Personal Pension

Employer contribution of 6%.



Internal and external learning and development opportunities

Plus regular reviews to support you.



Group Life Assurance

Four-times salary (subject to Insurance underwriting terms).



Emergency carers leave

5 paid days off per year for emergency carers leave.



Flexible working

Including working from home.



Excellent maternity and paternity pay

Plus:

- ✓ Cycle scheme
- ✓ 1 paid volunteering day per year
- ✓ 1 paid wellbeing improvement day per year
- ✓ 1 paid professional development day per year
- ✓ Free eye tests
- ✓ 24/7 access to an employee assistance and GP helpline for you and your family

What's it like to work here?

What our team says



This organisation is run on strong values and principles.



I am proud to work for this organisation.



This organisation is keen to help people from disadvantaged backgrounds.



Until February 2027



“

There is a genuine sense of team, not just in professional conversations but also personal ones. There is care and interest among all staff.”

“

Great team, fun people, willing to question and do things differently. Overall, a fantastic place to work.”



Our statement on diversity and inclusion

We include everyone, as we believe sport and physical activity are for everyone.

We are building a culture where difference is valued because we believe diversity drives empathy, a sense of belonging and innovation. We still have work to do, and we know a diverse team has a positive impact on everything we do, helping us better serve our communities and partners.

We are passionate about reducing inequalities in our communities and providing everyone with the opportunity to move more, be physically active or take part in sport.

Each of us contributes to this mission – we all have a role to play:

For some of us, it means finding the courage to stand up and speak out.

For others, it means listening with patience and empathy, ensuring everyone feels heard and valued.

For all of us, it means asking questions, challenging unfairness and appreciating one another's contributions to helping the people of South Yorkshire and West Yorkshire lead healthy, active lives.



Our statement on climate change and sustainability

We recognise that climate change and people's health and wellbeing are closely connected; research shows that global environmental changes can have a substantial impact on people's ability to lead healthy, active daily lives, with the most vulnerable in our communities being most adversely affected.

In our role at Yorkshire Sport Foundation, we aim to promote and develop movement, physical activity and sport through our work with partners, in ways that support the wider sustainability agenda.

We know, for example, that encouraging people to walk and cycle rather than use motorised transport, to eat healthier using locally produced foodstuffs, and to use our open, green spaces are clear ways we can support that will bring both health benefits and reduce climate impact.

We have a way to go in further understanding and defining our role, ambitions and actions regarding climate change, yet firmly commit today to these two principles in all our work:

- To manage our organisational activities in an environmentally sustainable way.
- To advocate with partners the value of movement, physical activity and sport in creating a more sustainable world





Head of Communications and Marketing

£48,221 - £52,656 | plus travel expenses, pension contribution and benefits

We're looking for a Head of Communications & Marketing to lead the strategic communications and marketing function of the organisation, shaping how people, organisations and systems understand the role of physical activity in creating healthier, fairer communities.

Yorkshire Sport Foundation is a National Lottery-funded charity working across South Yorkshire and West Yorkshire, and part of a network of England-wide Active Partnerships. We're passionate about making it easier for everyone to be active, but we know that good ideas, strong evidence and inspiring stories aren't enough on their own. Far too many people still face barriers to being active, and creating lasting change requires influence, insight and compelling communication.

We work alongside partners in health, education, local government and the voluntary and community sectors, helping to shape decisions, investment and practice far beyond our own organisation. We believe communications has a vital role in that work, not just promoting activity, but challenging assumptions, shaping understanding and helping people see new possibilities.

We're looking for a Head of Communications & Marketing who understands this role is about more than managing channels or producing content. You'll translate complex evidence into clear and persuasive narratives, use insight and behavioural science to influence action, and help partners across the system create greater impact. You'll be equally comfortable thinking strategically and delivering practical activity that drives meaningful outcomes.

The role works closely with our CEO, all members of our organisation and partners across the region. Success will often mean helping others tell their stories and build support, rather than seeking recognition for Yorkshire Sport Foundation itself.

We strive to be a good place to work, with our Board committed to that. We are thrilled to be listed as "World Class" in the 2025 Best Companies to Work For rankings. As well as being named the "best charity to work for" and the "3rd best organisation to work for in Yorkshire and Humber"

If you're passionate about using communications and marketing as a force for positive change, and want to help more people across Yorkshire move more, feel better and thrive, we'd love to hear from you.

For an informal discussion about this post, please contact jobs@yorkshiresport.org. To apply, please look at the recruitment pack and complete the application form, demonstrating how you meet the criteria detailed in the job description.



Applications close
2nd August



Job Description

Post Title:	Head of Communications and Marketing
Hours of work:	37 hours a week
Location:	The main headquarters of Yorkshire Sport Foundation is in Morley (Leeds).
Reports to:	CEO

Why this role matters

Good ideas, strong evidence and inspiring stories only create change if the right people understand and act on them. This role exists to ensure that the case for physical activity reaches the right people, in the right way, at the right time, and that it moves them to act. You'll develop compelling narratives grounded in insight, evidence, and behavioural science, helping partners across the system create greater impact and supporting Yorkshire Sport Foundation in leading and influencing far beyond its own boundaries.

Responsibilities

Strategic comms leadership

- Develop and lead a long-term strategic marketing and communications approach aligned to our Active Partnership role and Sport England priorities
- Use behavioural science, audience insight and evidence to shape how the system understands physical activity and inequality
- Identify the beliefs, motivations and barriers of key audiences and design communications that influence action
- Ensure all communications activities support YSF to influence strategic stakeholders
- Advise the organisation on how messaging can support policy, investment and system change
- Develop Yorkshire Sport Foundation's reputation as a trusted strategic voice

Job description (continued)

Influence & stakeholder engagement

- Shape communications that influence policy, investment and practice across local authorities, health and education systems
- Support senior leaders to land key messages with senior stakeholders
- Equip partners with messaging that helps them to demonstrate and amplify the impact they make
- Translate complex insight and evaluation into clear narratives and messages

Insight-led communications

- Embed audience insight and behavioural science into messaging
- Combine data, evaluation and lived experience to demonstrate impact whilst ensuring communications reflect communities authentically
- Build a learning approach to testing, adapting and improving messaging effectiveness

Organisational leadership

- Lead and develop the strategic marketing and communications function
- Set standards for when communications activity should, and should not, happen
- Maintain humility while strengthening clarity of impact and purpose

Channels & delivery

- Plan and deliver integrated marketing and communications campaigns across digital, media, content and internal channels, ensuring activity aligns with organisational objectives and brand standards
- Produce and oversee high-quality content (copy, press materials, web, social, email and collateral) while coordinating agencies, suppliers and internal stakeholders to meet deadlines and budgets.
- Monitor performance using analytics and insight, report on outcomes and continuously optimise campaigns and messaging to improve engagement and reach.

Other

- To lead on YSF public affairs and policy work in partnership with the CEO
- Strategic comms planning with the Active Partnership National Organisation and other leading Active Partnerships ensuring consistency of messaging across England
- To support the marketing of events across Yorkshire
- To work flexibly to respond to changing organisational requirements and carry out any other duties which may arise from time to time
- To follow policies and procedures in relation to other matters, e.g. Health and safety, safeguarding, GDPR, financial procedures, etc.

Job description (continued)

What we're looking for

We know great candidates rarely tick every box. If you have strong skills across most of the areas below and believe you can add value, we'd love to hear from you.

- Skills in both operational and strategic marketing and communications
- Ability to influence policy, investment or organisational behaviours
- Ability to design and deliver communications strategies that change decisions
- Skills in translating evidence and insight into persuasive narratives
- Understanding of behavioural science and audience-centred communications
- Able to operate with credibility and humility in partnership environments
- Comfortable working where success means others receive recognition
- Strategic thinker who challenges activities that lack purpose
- Commitment to reducing inequalities
- Strategic narrative and messaging development skills
- Senior stakeholder influencing and facilitation skills
- Ability to simplify complex evidence and communicate in engaging ways
- Leadership and team development skills

Other

- Ability to travel independently around West Yorkshire and South Yorkshire.
- Ability and willingness to work to our organisational values

Please make sure you demonstrate your ability to meet the requirements of the job by giving clear, concise examples of how you meet each of the requirements in the What We're Looking For section of the job description.

We recognise and welcome our responsibility to remove any barriers in our Recruitment and Selection process for disabled people. We have tried to do this, but if you have a disability and identify any barriers in the job description or employee specification, please tell us of these in your application. We are committed to making reasonable adjustments to the job wherever possible and it would help us to know your needs to do this.



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