

Head of Communications and Stakeholder Engagement

Position: Head of Communications and Stakeholder Engagement, Sports Grounds Safety Authority

Start Date: As soon as possible

Appointment type: Permanent

Grade: Grade 7

Salary: £48,169 – £56,243

Manager of post: Martyn Henderson, Interim Chief Executive

Location: SGSA HQ, London Blackfriars

Flexible working: The SGSA supports flexible working, with the option to work from home for 1 or 2 days per week. Job share arrangements would also be considered.

Deadline for applications: 19th August 2018

About the SGSA

The SGSA (formerly the Football Licensing Authority) is the UK Government's expert body on spectator safety at sports grounds. Set up after the Hillsborough disaster, our purpose is to ensure sports grounds are safe for everyone. Every weekend we help millions people enjoy watching football and other sports in a safe and secure environment.

To achieve this, we work with the 92 Football clubs in the Premier League and the Football League, Wembley Stadium and Principality Stadium, as well as local authorities, the Premier League, the Football League and the FA to ensure safety is prioritised. We write guidance including the Guide to Safety at Sports Grounds ("the Green Guide") and carry out a range of statutory functions in relation to football in England and Wales and advisory functions in relation to other sports both within the UK and internationally. Our core statutory functions are set out in the Football Spectators Act 1989 and the Sports Grounds Safety Authority Act 2011. We have an important statutory responsibility to regulate local authorities in their oversight of safety at the 92 football clubs in the Premier League and the

Football League, and at Wembley and the Principality Stadium football grounds. We also issue licences to those 94 stadia to enforce the Government's all-seater policy.

The UK's expertise on sports ground safety is respected globally. Our core guidance document, the Green Guide, is used internationally by stadia designers, architects and others working in sport safety and is considered to set the standard in safety at sports grounds. We are publishing a new sixth edition of the Guide later this year.

The SGSA is an arms' length body of around 20 people with an annual budget of around £1.5 million. We are a small, dynamic team with London HQ at Blackfriars and other inspectorate staff working from home across the country.

Current context

In 2011 the Sports Grounds Safety Authority Act enabled us to provide advice to sports other than football, and to countries around the world. Over the last five years we have expanded our work with other sports in the UK and explored international opportunities working with countries including Australia, Uruguay and Brazil on projects to provide advice on safety at sports grounds whilst continuing to perform our regulatory role in the UK.

On 1st February 2016 we published a new organisational strategy. This reflects the Government's aspiration for us to generate income including taking a more commercial approach to providing our advisory services to off-set the organisation's costs and reduce the grant-in-aid funding we receive. The strategy is clear that in becoming more commercial we will not compromise our core values of integrity and independence, which are an important organisational strength. We will be a non-profit organisation, generating income which is reinvested in our front line services. To achieve this, we are growing our international and advisory work in a more commercial way.

Last year we consulted on a wider understanding of the definition of safety in relation to the scope of safety certificates issued by local authorities to football grounds. This widened the previously understood scope to include protection from the risks of terrorist activity, among other things. We are working closely with local authorities and the football sector to embed this approach.

Persistent standing in seated areas is an issue of significant concern to the SGSA. We are concerned about the safety challenges of large numbers of spectators standing in seated areas, which are not designed for standing. This is a long-standing issue in the sector and in the last year we have been focussing on the issue and seeking a way forward for the resolution of the safety risks it presents.

The Government's all-seater policy has been under increased scrutiny in recent months, culminating in a debate in Parliament on 25th June. At this debate the Sports Minister, Tracey Crouch MP, announced that Government would be commissioning an external analysis of the evidence in relation to the all-seater policy. The scope of the work will be defined in conjunction with the SGSA.

In April 2019 it will be 30 years since the Hillsborough disaster, in which 96 football supporters lost their lives. This is a significant landmark for the sector and for the SGSA, as the organisation set up after that disaster to improve standards of safety at sports grounds.

Role details

This is an exciting opportunity to work in a delivery environment leading on communications and marketing. You will work directly to the Chief Executive, overseeing a fast-paced programme of work which will see you responsible for the strategic planning and delivery of external communications and stakeholder activity. Working at the heart of a small, flexible organisation, you will use your strong communications skills to help create safe and enjoyable experiences for football and other sports fans across England and Wales.

The successful applicant's responsibilities will include:

- Leading on external communications activity, providing strategic communications advice to the Chief Executive and Board.
- Developing and implementing the communications plan to support delivery of the SGSA strategy.
- Leading the delivery of the SGSA flagship conference. Developing the programme content, engaging speakers and working with external partner to promote and deliver the event.
- Developing a content plan, creating content for relevant channels to support communications objectives and thought leadership in safety.
- Managing the brand, embedding refreshed brand identity and brand proposition across the organisation.
- Managing external affairs, responding to media enquiries and acting as a spokesperson for the organisation in accordance with agreed protocols.
- Continuing oversight of the development and implementation of a new website. Develop and implement digital strategy to include external and internal communications and support the Government's digital agenda.
- Management of a communications and admin officer.

- Working with the Head of Business Development to develop marketing plans and materials to promote sales of guidance documents and other commercial services.
- Developing, influencing and fostering effective relationships with a range of external stakeholders including football bodies, local authorities, football supporter organisations, trade bodies and government departments.
- Developing a strategic engagement plan to lead a project to raise the strategic profile of safety at football grounds.
- Developing a stakeholder survey and any other relevant research in order to provide further insight in to communications and engagement activity
- Seeking best value across all activity and deliver more for less by managing resources and maximising use of assets.
- Being a core member of the organisation's Executive Team, which has responsibility for leading the organisation and delivering the strategy.
- Other ad-hoc communications work as it arises.

There will also be opportunities to get involved in other areas of the organisation's activities, including policy, commercial activity, risk management and business planning. The SGSA is a small organisation with many opportunities to get involved in a diverse range of activities. We are very happy to discuss how we can tailor the role to individual's development priorities.

Skills and competencies

The following competencies are essential for the role and are linked to the [framework for all professional communicators](#) in government:

- **Seeing the big picture:** In order to come to the right outcomes for the SGSA the successful applicant will need to have a good understanding of the wider political context and will be able to keep abreast of issues and opportunities in the sector.
- **Changing and improving:** In order to be effective, the applicant will need to effectively capture, utilise and share stakeholder insights and views to better understand the needs of the each group and adapt communications activity accordingly.
- **Making effective decisions:** The successful applicant will need to be able to analyse and evaluate pros and cons and identify risks in order to make decisions that take account of the wider context.

- **Leading and communicating:** In order to be effective, the successful applicant will need to give a clear sense of direction and purpose for communications, confidently engaging with internal and external stakeholders and generate a commitment to achieving goals. The successful applicant will be able to demonstrate a robust knowledge of the media landscape and ability to influence the media agenda, to lead on the use of digital and social media to engage with stakeholders and encourage wider participation. They will demonstrate excellent written and verbal communications skills and set standards for communications, provide editorial control and ensure appropriate messaging, tone and consistency applied to all communications.
- **Collaborating and partnering:** The successful applicant will build ongoing relationships with key stakeholders. Ensure communications objectives support business objectives.
- **Delivering at pace:** The successful applicant will need to deliver a complex programme of work to challenging timescales. The successful candidate will need to hit the ground running.

In addition, applicants will benefit from having:

- Extensive experience of working within an ALB or with central Government;
- A high degree of self-motivation and a positive, proactive approach to contributing as part of a team.

Applicants do not need to have technical safety expertise or a background in safety at sports grounds.

How to apply

For a conversation about the role, please contact Daniel Heath at Daniel.heath@sgsamail.org.uk.

To apply for this role please provide:

- Your CV detailing relevant experience; and
- A two-page statement of suitability for the role, setting out how you meet the skills and competencies set out above. It should also explain why you are interested in the role.

Responses should be submitted to Daniel.heath@sgsamail.org.uk by 19th August 2018.

Sifted candidates will be invited to interview. Feedback will only be provided to candidates who are interviewed.

Other terms and conditions

Civil Service terms and conditions apply, analogous with those of staff at the Department for Culture, Media and Sport

Hours of work: 36 hours per week not including meal breaks

Annual leave provision: 25 days plus public and privilege days

Pension arrangements: Principle Civil Service Pension Scheme