



## Senior Communications Lead

**Contract type: Fixed Term to 31 December 2023**  
**Location: Office base Glasgow with travel within the UK.**  
**Working from home requirements may also be required.**  
**Salary scale: Grade I, From £47,266**

### OUR STORY SO FAR

The Union Cycliste Internationale (UCI), the international federation for cycling, currently stages individual World Championship events in each of its cycling disciplines (from Road and BMX Racing to Urban and Para Track Cycling) in different host cities around the world annually.

In 2023, the inaugural UCI Cycling World Championships will bring together 13 World Championships for different cycling disciplines in one unprecedented event for the first time ever which will see thousands of the world's best cyclists vying to win the prestigious rainbow jersey. 2023 UCI Cycling Worlds Championships is set to be the biggest cycling event to ever take place in the world.

However, the ambition for 2023 UCI Cycling World Championships is bigger than the event itself. The wider vision is to champion the unique power of the bike, not only delivering an innovative event but a wider programme that inspires the nation to ride bikes and to be a catalyst for change.

The event was secured through a strong partnership between VisitScotland's Events Directorate, the Scottish Government, Glasgow City Council, UK Sport and British Cycling. The event will be funded principally by the Scottish Government, Glasgow City Council and UK Sport, as well as local hosts, commercial and ticketing revenues.

Scotland will become the true cycling capital of the world, with images broadcast worldwide showcasing the region to all corners of the globe, while hundreds of thousands of visitors will boost tourism. The event presents significant size, scale and complexity, and will be one of the biggest international sporting events to be hosted in the UK in the coming years. Set to be held over two weeks in August 2023, the World Championships will be staged every four years thereafter the summer prior to each Olympic Games.

The Scottish Ministers entered into an Agreement with the UCI in November 2019 and will delegate certain obligations to VisitScotland, the national tourism agency for Scotland, which in turn is delegating to a subsidiary company - 2023 Cycling World Championships Limited.

A full Board is now in place, Trudy Lindblade is in post as CEO – and she has recruited four directors into her senior leadership team. Phil Heselwood (Director of Sport), Kate Steven (Director of Operations), Craig Burn (Director of Strategy, Policy and Impacts) and Jonathan Rigby (Director of Commercial, Marketing and Communications) have now started to build their teams. Rob Arbuthnot has been recruited as Head of Marketing and Communications.

## BACKGROUND TO THE ROLE

The Senior Communications Lead will join 2023 Cycling World Championships Ltd. in a fixed-term position. This is a unique chance to be part of something different that will enhance Scotland's reputation on a global scale as the perfect stage for events.

With less than 18 months to go until the World Championships, we now seek a communication specialist to propel, champion and promote the 2023 UCI Cycling World Championships, its brand, its wider vision and values.

Reporting to Head of Marketing and Communications and working closely with the CEO, Chair and directors, the successful candidate will play a key strategic role in engaging media, stakeholders, influencers and the public, whilst at the same time anticipating and mitigating against any reputational risks arising from such a high profile event.

## WHAT IS THE JOB?

The Senior Communications Lead will deliver and develop the strategic communications plan to support the promotion of the World Championships, taking ownership of all internal and external communication (pre/ during and post event) ensuring our messaging is clear, consistent, bold, positive and engaging.

The main responsibilities of the role are:

- Planning, executing and delivering integrated publicity strategies, campaigns and activations to maximise earned media reach and engagement.
- Owning and delivering a plan for proactive engagement and communication with our internal teams, funders, partners and the wider stakeholders with a particular focus on public sector communications.
- Co-ordinating a national communications strategy for wider agencies such as Police Scotland & transport agencies in the run up to and during event time.
- Owning and delivering a national plan of engagement with local business and residents and coordinating with Local Authorities to implement.
- Writing press releases and developing original content and opinions for media articles, social media posts, think-pieces and keynote presentations.
- Managing enquiries from media, individuals and other organisations – and expanding our domestic and global reach through continuous engagement with your existing and new contacts.
- Identifying the requirements for and setting up the media centre at the event in collaboration with event partners.
- Drawing on existing relationships and cultivation of new relationships with print, broadcast and digital journalists, influencers and thought leaders.
- Identifying and working with Influencers and event ambassadors to collaborate and drive awareness of the event and wider policy impacts.
- Establishing and maintaining media databases to ensure that lists are available to target key markets.
- Development of positive partnerships with athletes, federations and teams to promote and support the event.

- Drives editorial story planning, writing, and pitching to both domestic and international media, influencers and across a variety of platforms.
- Regular analysis and reporting of media coverage and sentiment towards the event – and wider insight into relevant trends, opportunities and reputational risks.
- Ownership of the key messaging deck and editorial style guide ensuring our tone and language is clear and used consistently and correctly both internally and externally.
- Preparing and distributing effective briefings to identified stakeholders through agreed communications channels in order to ensure the 2023 UCI Cycling World Championships messages are widely distributed and understood.
- Representing 2023 UCI Cycling World Championships at key media and networking events.
- Managing the activity of our PR Agency, and other relevant agency activity, to deliver overall communications objectives
- Contribute positively and effectively to the delivery of the overall Marketing & Communications plan as part of the wider team

### **Reporting and Administration**

- Advise and coach the CEO, directors, Board and chair on external communications, interviews and proactive approaches to any crisis communications and prepare briefings as required.
- Support other functional areas with their internal and external communications needs ensuring that we have a consistent and engaging voice.
- Work collaboratively across wider VisitScotland departments to shape and support our wider policy objectives around cycling tourism.
- Day to day management of the event communications budget.

Our structure is lean and agile so the successful candidate will be expected to be heavily involved in the day to day operations. It is also expected that the responsibilities of this role will evolve during the lifespan of the event in the dynamically changing environment of 2023 Cycling World Championships Ltd.

### **WHAT YOU MUST HAVE**

Hands-on experience in previous major sport or cultural events, with proven success in managing the day to day media and PR operation.

International outlook and experience having worked successfully with world class events, athletes, multiple stakeholders, sports federations and/or commercial partners.

Ability to interpret complex information, manage competing priorities and ensure integrated plans are delivered across multiple partners including the public sector. Ability to think on your feet, make connections and spot new opportunities, spot new opportunities and identify and negate potential risks.

### **Experience**

- Educated to degree level and / or with relevant experience and some events experience.
- Alternatively, events, sports and / or cultural industry experience.
- Experience of working with a range of partner organisations, particularly Government and public sector organisations, and of building and maintaining relationships

### **Knowledge**

- Knowledge of events, sport and cultural sector.
- Knowledge of and interest in cycling and cyclesport desirable but not essential

- Excellent working knowledge of relevant IT and software applications such as Microsoft Office - including Word, Excel, PowerPoint, Photoshop, website publishing tools and / or other software applications relevant to media monitoring and monitoring sentiment.
- Excellent knowledge of and extensive contacts within UK media (print, broadcast and electronic), knowledge of international media is desirable
- Experience of tracking and managing budgets

## Skills

- Excellent verbal and written communication skills, as well as the ability to present event concepts, ideas and proposals to small and large audiences in order to gain understanding, buy-in and support.
- Excellent attention to detail.
- Ability to prioritise and work under pressure.
- Ability to work in a dynamic, flexible and continually changing environment and willingness to work as required.
- Strong negotiations skills, with the ability to be persuasive and open minded, whilst remaining diplomatic in influencing key decisions and actions.
- Politically and commercially astute, working within highly sensitive stakeholder environments.
- Creative, with a nose for a good story.

## COMPETENCIES:

- **Concern for quality:** The underlying drive to ensure that quality is not compromised within the working environment. The identification and maintenance of standards to meet the needs of the business, together with a desire for accuracy in the workplace.
- **Creative thinking:** The ability to generate new, creative ideas as well as an ability and willingness to adapt existing systems, concepts or ideas. The ability to stand back from the detail to identify patterns and build ideas as to the key or underlying issues in complex situations.
- **Drive for results:** The energy to achieve results and take action to exceed goals and expectations. This includes striving for continuous improvement, taking calculated risks to actively pursue opportunities to make services and work practices more efficient and effective
- **Initiative:** The drive to identify or anticipate current or future challenges and opportunities: adopting a proactive approach when addressing those opportunities or taking preventative measures to avoid problems
- **Networking:** The ability to seek out, develop and maintain external and internal relationships in order to promote information sharing, influence decision making and raise the organisation's profile within the business community

## REPORTING STRUCTURE

