

**STREET
GAMES**

COMMUNICATIONS AND MARKETING MANAGER





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ABOUT STREETGAMES; CHANGING YOUNG PEOPLE'S LIVES THROUGH SPORT

StreetGames is a UK charity on a mission to bring sport to young people's doorsteps. Sport has the power to make young people safer, happier and healthier, but low-income households and under-served communities often miss out.

Together with our network of 1,600 community partners, we're providing equal opportunities through sport.

For over 4 million children and young people living in low-income households and under-served communities, access is often expensive and exclusive, and those who need these opportunities most are too frequently left behind.

We believe every young person deserves a chance to participate.

We deliver positive change using a tried-and-tested way of working called Doorstep Sport. This is the core of everything we do: ensuring young people in under-served communities get the chance to participate in sport in a way that is accessible, inclusive, and relevant to them.

We help our community partners provide activities at the right time, place and price, and in the right style. We also provide training, ensuring delivery of activities by the right people.





OUR VALUES

We hold a set of shared values, through the community of talented people, who work for StreetGames. We hold each other accountable to these values and ensure that we live our values when working with external partners and/or young people. We are:



People-centred

People are at the heart of everything we do.



Passionate

We are passionate about making a difference for children and young people living in low- income, underserved communities.



Positive

We are positive in our approach to every area of our work. We back ourselves to find solutions even when things are challenging.



Pragmatic

We are pragmatic about the approaches we must take to tackle the inequalities for young people living in low-income, underserved communities: the world is not perfectly designed, and we find a way.



Courageous

We are courageous in our approach to creating change. We positively disrupt and challenge in the pursuit of our mission.



OUR COMMITMENTS

StreetGames is a special place to work. Our workplace is a community of talented people who work in innovative and co-productive ways. How we work together reflects a commitment we make to each other. We are committed to:



Respecting Everyone

Valuing every member of our workplace community, treating each other as equals and with kindness.



Being Inclusive

Celebrating the diversity in our workplace community, valuing each others' experiences, skills, expertise, preferences and thoughts.



Being Team Players

Being reliable for each other. Supporting one another to achieve. Creating an environment where people feel included and empowered, and can be creative and supported on their StreetGames journey.



Being Collaborative

Working with others, seeking to utilise the skills and expertise of many. Sharing our learning, ideas, and listening, we achieve the best outcomes for community organisations and young people.



Learning Together

Embracing critical thinking, celebrating success, and encouraging challenge whilst drawing on our learning and then applying our understanding so we can make the most significant impact on young people through Doorstep Sport together.



Acting with Integrity

Championing the highest organisational standards. Being greatly aware of our accountability and responsibility. Doing what we say we will do and holding ourselves and each other to high standards.



Being Agile

By being curious, thinking flexibly and creatively and seeking new opportunities, we pro-actively adapt and provide meaningful support when these new opportunities arise.



Being the People Beside the People

Making decisions in the best interest of the community organisations and the young people we support and represent so they reap the benefits of Doorstep Sport.



SAFEGUARDING STATEMENT

StreetGames acknowledges its duty of care to safeguard, protect and promote the welfare of children, young people and adults. Our safeguarding practice is informed by statutory responsibilities, relevant government guidance, and sector best practice. We recognise that safeguarding is everyone's responsibility, and we are committed to creating positive, enjoyable, and safe experiences for everyone who engages with our services.

All applicants will be subject to a safer recruitment process, which includes checking application information, identity, references, appropriate criminal records and other vetting checks relevant to the role. Interviews will include questions about safeguarding and the protection of children, young people and adults. Appointment will be subject to satisfactory completion of all relevant pre-employment checks.

For more information about our safeguarding policies and procedures, visit our website here:

[Safeguarding Policies and Procedures – StreetGames](#)



EQUALITY, EQUITY, DIVERSITY, INCLUSION AND BELONGING

StreetGames is fully committed to the principles of equality of opportunity and is responsible for ensuring that no job applicant, employee, volunteer or member receives less favourable treatment on the grounds of age, gender, disability, race, ethnic origin, nationality, colour, parental or marital status, pregnancy, religious belief, class or social background, sexuality or political belief.

StreetGames is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all employees and volunteers to share this commitment.

We do not want recruitment for diversity to simply be a tick box exercise at StreetGames, it is the right thing to do and the smartest way for us to do our business and enabling us to be representative of the communities we serve, and creating a diverse team is in the best interest of all our stakeholders.

For more information about our approach, visit our website here

[StreetGames Approach – Sport at the right time, place, price and right way.](#)



JOB DESCRIPTION

JOB TITLE: Communications and Marketing Manager (Maternity Cover)

LOCATION / TYPE: National / Hybrid; Full-Time Fixed Term – October 2026 to August 2027

GRADE/SALARY BAND: Band 2 £32,054 – £37,909

JOB PURPOSE:

The Marketing and Communications Manager will play a key role in delivering StreetGames' communications, marketing and supporter engagement activity during an exciting period for the organisation, including our 20th anniversary year.

The role will be responsible for planning and delivering integrated marketing and communications campaigns that raise awareness of StreetGames, demonstrate our impact, support fundraising activity and strengthen engagement with supporters and stakeholders. Working closely with colleagues across fundraising, policy, partnerships and regional teams, the postholder will create compelling content, manage digital channels and ensure that all communications are aligned with the StreetGames brand and strategic objectives.



KEY RESPONSIBILITIES 1/2

MARKETING AND COMMUNICATIONS DELIVERY

- Plan and deliver integrated marketing and communications campaigns across digital and offline channels.
- Develop engaging content that raises awareness of StreetGames' work, impact and priorities.
- Ensure all communications are aligned with StreetGames' brand guidelines and messaging framework.
- Monitor and evaluate campaign performance, providing regular reporting and recommendations for improvement.

DIGITAL COMMUNICATIONS

- Manage and update StreetGames' website, ensuring content remains current, engaging and accessible.
- Lead the planning and delivery of social media activity across organisational channels.
- Develop email marketing campaigns to engage supporters, partners and stakeholders.
- Identify opportunities to increase audience reach, engagement and supporter acquisition.

SUPPORTER ENGAGEMENT AND FUNDRAISING COMMUNICATIONS

- Support the development and delivery of supporter recruitment campaigns.
- Create content and communications that encourage supporter acquisition, engagement and retention.
- Work closely with fundraising colleagues to promote fundraising campaigns, events and appeals.
- Develop fundraising materials including campaign assets, supporter communications and participant information packs.



KEY RESPONSIBILITIES 2/2

CAMPAIGNS AND PROJECTS

- Support the planning and delivery of the StreetGames Impact Report launch and associated communications.
- Lead communications activity to support seasonal campaigns, including fundraising appeals and awareness campaigns.
- Play an active role in planning and promoting StreetGames' 20th anniversary activity.
- Support communications planning and delivery for external events, conferences and stakeholder engagement opportunities.

CONTENT CREATION AND STORYTELLING

- Produce high-quality written content for a range of audiences and channels, including website articles; news stories; social media content; email communications; campaign materials; case studies; reports and briefings
- Identify and develop stories that demonstrate the impact of StreetGames and its network.
- Gather and manage case studies, photography and video content from across the StreetGames network.

STAKEHOLDER AND REGIONAL ENGAGEMENT

- Build effective working relationships with regional and national colleagues.
- Support regional teams with marketing and communications advice and guidance.
- Work collaboratively across departments to ensure communications activity supports organisational priorities.
- Coordinate external suppliers, including designers, photographers and videographers where required.

BRAND AND QUALITY ASSURANCE

- Ensure all communications maintain a consistent tone of voice and reflect the StreetGames brand.
- Proofread and edit communications materials produced across the organisation.
- Champion best practice in marketing and communications across StreetGames.



EXPERIENCE AND KNOWLEDGE

- Experience of delivering successful marketing and communications campaigns.
- Experience of managing organisational social media channels and websites.
- Strong copywriting, editing and proofreading skills.
- Experience of creating engaging content for a variety of audiences and channels.
- Experience of using email marketing and digital communications platforms.
- Experience of working across multiple projects and managing competing priorities.
- Experience of analysing campaign performance and using data to inform decision-making.
- Excellent stakeholder management and relationship-building skills.

DESIRABLE

- Experience of working in the charity, sport, youth or community sector.
- Experience of fundraising communications and supporter engagement.
- Experience of commissioning and managing creative suppliers.
- Experience of event promotion and stakeholder engagement activity.
- Knowledge of CRM and marketing automation systems.



SKILLS, ABILITIES AND OUTCOMES

SKILLS AND ABILITIES

- Outstanding written and verbal communication skills.
- Strong organisational and project management skills.
- Ability to work independently and use initiative.
- Strong attention to detail.
- Creative thinker with the ability to generate engaging content ideas.
- Commitment to equality, diversity and inclusion.
- Passion for the mission and values of StreetGames.
- Ability to work in a way that promotes the safety and wellbeing of children, young people and adults

OUTCOMES

By the end of the maternity cover period, the postholder will have:

- Successfully delivered marketing and communications activity supporting StreetGames' strategic objectives.
- Increased awareness and engagement across StreetGames' digital channels.
- Supported fundraising campaigns and supporter recruitment initiatives.
- Played a key role in the successful promotion of StreetGames' 20th anniversary activity.
- Strengthened relationships with regional teams and improved the flow of impact stories and case studies across the organisation.
- Delivered effective, high-quality communications that enhance the reputation and visibility of StreetGames.



BENEFITS

- Hybrid working and access to office space in Manchester and London
- Great work-life balance
- Access to free counselling and support services
- Enhanced family friendly benefits
- Company Socials
- Eye Care allowance
- Cycle scheme
- Pension scheme of up to 8% employer contributions
- 25 days annual leave plus bank holidays
- 2 Volunteering days per year



HOW TO APPLY AND INTERVIEW INFORMATION

You can upload your CV and covering letter, outlining your suitability for the role on our website at

<https://www.streetgames.org/about-us/careers/>

You can email your CV and covering letter, outlining your suitability for the role direct to: people@streetgames.org and quote **C&M MANAGER** in the subject line.

If you require any additional support applying for this role, please contact people@streetgames.org and we will try and accommodate any reasonable requests.

Closing date for applications is **Monday, 17th of August at 9:00am**

Interview Details: w/c 24th August or w/c 1st September, TBD

If you know you will be unavailable on the date above, please state this on your application

The following methods are used to systematically remove bias from the shortlisting process:

- **Anonymisation:** Removing all personally identifiable information from an application.
- **Wisdom of the crowd:** Getting more than one person to review applications helps to average out subjectivity for a more accurate assessment of merit.