

Director of Communications

Recruitment Pack

About the role

The Director of Communications is an exciting new leadership role with ambitious charity that is working to tackle the challenge of physical inactivity and inequalities in access to options to be active. You will be contributing to improving the health outcomes and lives of the people of Lincolnshire.

Working closely with the CEO and senior leadership team, this role will lead our strategic communications approach - shaping powerful narratives that articulate impact, influence system-level change and champion the role of physical activity in tackling inequalities across Lincolnshire.

The role has the following core purpose:

- **Set and lead the organisation's strategic communications approach**, ensuring audiences are clearly defined, understood, and engaged.
- **Shape and govern the organisation and sector narrative**, using communications to articulate impact and create advocacy for inclusive systemic change around physical activity.
- **Develop and oversee system-wide communications strategies**, fostering collaboration and change at scale through cross-sector partnerships.
- **Lead strategic stakeholder stewardship**, building and maintaining long-term relationships that influence system-level change and galvanise system partners around a shared narrative.
- **Drive monitoring, evaluation, and learning (MEL)** for communications, using data and insights to demonstrate impact and inform future direction.
- **Provide inclusive leadership**, inspiring and developing the communications team, being a senior leader in the organisation, embedding a values-driven, learning culture.

The role will enhance the positioning of the organisation and the wider impact of physical activity, through clear and compelling messages and storytelling.

You will need an exceptional ability to translate complex insight into clear strategic messaging, identify opportunities for influence, and create system-wide approaches to communications that drive meaningful change. You will be proactive, innovative and able to respond quickly and appropriately in a shifting environment.

You will bring extensive experience in senior level stakeholder engagement and stewardship, nurturing and developing relationships that enable Active Lincolnshire to further influence opportunities to shift the system and make a difference in tackling the inequalities that exist.

You will have the ability to influence and advocate. Using your excellent communication skills, combined with insight you will create deep and meaningful narratives championing the physical activity sector, the benefits of being active and the contribution it makes to wider community and economic opportunities and to promote the options to be active in the county.

An outcome focussed approach is key, ensuring there are robust measures in place to understand and evaluate the impact of our work.

About Active Lincolnshire

Active Lincolnshire is a charity and one of the national network of Active Partnerships supported by Sport England to lead the local implementation of the national 'Uniting the Movement' strategy. Locally we work through a community needs led approach aligned with 'Let's Move Lincolnshire' the countywide strategy for physical activity.

It is our aim that everyone in Lincolnshire has options and opportunities to be active every day. We are particularly focussed on increasing physical activity levels and using the positive power of sport and physical activity to tackle inequalities.

Tackling the challenge of inactivity requires us to be working at system level with a wide and complex network of partners and stakeholders and understanding people in our communities. We enable, influence and connect others to create change.

Anyone joining the Active Lincolnshire team must demonstrably uphold our values of integrity, collaboration, inclusivity, innovation and learning and our commitment to equality, diversity and inclusion and tackling inequalities.

How we behave and our ways of working are important to success – specifically the post holder will need to be committed to being an inclusive team player,

having empathy, agility, a growth mindset and understanding other perspectives through a passion for equality, diversity and inclusion.

Job Description

Key Responsibilities

Strategic Communications

Establish a strategic communications approach aligned with the organisations goals that drives greater awareness, articulates the impact of our work and elevates the positioning and visibility of the organisation and physical activity sector.

Lead reputation management, crisis communications and risk-related messaging.

Provide strategic communications advice to the CEO and Board.

Influence and advocate for the physical activity sector across a range of system partners and sectors through development of clear, compelling narrative building using complex information, data and insight.

Oversee the development of communication tools and resources for use across system partners.

Stakeholder collaboration on relevant and impactful communications opportunities; utilising trusted partners to reach target audiences.

Bring expertise and innovation in our approach to using AI, digital tools and platforms.

Ensure Lincolnshire is engaged in relevant national campaigns

Build and steward long-term strategic relationships with senior leaders in local government, ICS, health, VCSE and national partners.

Influence policy, investment and strategic priorities.

Demonstrating Impact

Connect communications throughout the organisation's approach to monitoring, evaluation and learning ensuring insight informs narrative, strategy and decision making, and that funder requirements are consistently met.

Effective and regular communication of the learnings and impact of the organisations work

Provide reports for the Chief Executive, Board, stakeholders and funders as required.

Stakeholder Stewardship

Provide strategic leadership for the organisation's stakeholder stewardship and engagement strategy, ensuring our approach supports purposeful long-term relationships that support system change and align with our commitment to tackling inequalities.

Develop new long term strategic relationships and innovative partnerships alongside the Chief Executive and senior leadership team that will enable the delivery of the strategy.

Take a distributed leadership approach with external partners, proactively collaborating to create change

Contribute to national and regional events and learning from other system partners, raising awareness of and further developing Active Lincolnshire's work.

Leadership and effective management

Set clear standards and expectations, role-model effective inclusive behaviours and use coaching to build capacity, support personal development and enable high performance in the communications team.

Be a visible advocate for inclusion and equality and a visionary inspiring leader internally and externally.

Lead and inspire the communications team, creating a psychologically safe, values-driven environment that supports growth and capability development.

Lead and systemise a robust approach to marketing planning including monitoring performance and engagement

About You

You will be an experienced and exceptional inclusive leader, with proven senior leadership experience influencing organisation direction, able to support, develop, motivate and inspire team members.

You will be adaptable in performance management styles including setting strategic direction, establishing KPIs and ensuring accountability across the functions.

You will be able to demonstrate flexibility and agility and be adaptable in your communication styles and approaches with experience of tailoring complex ideas and content to a range of audiences from policy and decision makers to community groups.

You will have extensive experience of working with and managing external agencies and engaging media, developing media relations and understanding relevant channels of influence.

You will understand and be able to drive brand management, messaging and brand advocacy.

You will be an excellent overseer of complex strategic campaign portfolios delivered through the communications team.

You will be experienced in interpreting organisation insight and using it to influence the performance and impact of communication.

You will have excellent stakeholder stewardship and engagement skills, with the ability to review and build long term trusted relationships and identify opportunities to support partners to meet their goals through a collaborative approach.

You will be able to lead and manage crisis communications and respond promptly, innovatively and sensitively.

You will uphold integrity in all that you do, working transparently and with accountability.

Person Specification

Essential Skills and Experience

Strategic Leadership

Significant experience leading people and communications at senior levels and delivering impactful strategies.

Strong track record of building, developing and motivating high-performing teams.

Communications Expertise

Deep knowledge of strategic communications, brand positioning, and translating complex data into compelling narratives.

Experience overseeing media relations and managing external agencies.

Confident in leading crisis communications and responding sensitively and promptly to emerging issues.

Stakeholder Stewardship and Engagement

Ability to build and steward long-term strategic partnerships across sectors. Skilled in influencing senior leaders, policy makers, funders and community partners.

Strong ability to work collaboratively in system-level environments.

Operational and Delivery Capability

Ability to oversee complex strategic portfolios delivered through multidisciplinary teams.

Experience setting and monitoring KPIs and measuring outcomes.

Confident using digital tools and emerging technologies, including AI, to enhance communication and insight.

Values and Behaviours

Inclusive leadership style aligned to integrity, collaboration, innovation, learning and tackling inequalities.

Demonstrates empathy, adaptability and growth mindset.

Clear commitment to equality, diversity and inclusion.

Desirable Skills and Experience

Experience within physical activity, health, local government or VCSE sectors.

Understanding of Sport England's Uniting the Movement strategy and principles of system-change. Experience developing ambassador or affiliate programmes.

Proven ability to contribute at regional or national networks, panels or forums.

Experience using digital or AI-enabled tools to improve communication reach and insight capability.

Experience delivering narrative-building approaches to support behaviour or system change.

Experience preparing reports, presentations or updates for Boards.

Qualifications and qualities

Although not essential, a degree level qualification or equivalent relevant experience is desirable, however we are interested in your approach, personal and professional experiences and your attitude.

An excellent standard of written and spoken English is essential for this role.

You must be passionate about the positive power of sport and physical activity.

What matters to us is that we have talented, enthusiastic and experienced professionals working with us who can help deliver our vision. You don't have to be sporty to work at Active Lincolnshire, but you must be passionate about the positive power sport and physical activity can have on people's lives.

Role details and reward package

Place of work	Flexible working between the Lincoln office and the option to work from home alongside regular presence across Lincolnshire as required.
Contract	Permanent
Benefits	<ul style="list-style-type: none"> • Circa. £50,000 per annum depending on experience • 25 days annual leave, plus all bank holidays and 3 days during the Christmas week (Total c.36 days per annum). • 'Celebration day'; additional day for an occasion / birthday / event (subject to annual review) • Westfield Health private healthcare • Cycle to work scheme • Flexible working approach • Time to be active in the working week • Team away days · Personal development and training opportunities • Time in the working week to volunteer • Employer contribution pension scheme • Employee wellbeing policy • Contribution to making a difference to the lives of people in Lincolnshire
Reporting to	Chief Executive Officer
Responsible for	Digital Communications Lead Content and Campaigns Lead Events and Engagement Lead
Closing date	Sunday 18th January 2026
Interviews	w/c 26th January 2026

Inclusive application process

We operate an inclusive, equitable and transparent recruitment and assessment process, underpinned by an organisational commitment to equality and diversity. We actively encourage applications from candidates from diverse backgrounds who can bring an array of skills and experience to our organisation. We're committed to making sure every applicant is assessed solely on merit and relevant experience to do the job.

As an employer, we actively seek to ensure that our workforce reflects the communities we serve, recognising that this makes us better able to understand their needs and priorities. We can only do this by ensuring that the people who work for us are the best they can be irrespective of age, gender, sexuality, ethnicity, disability, marital status, religion or belief.

We value the ideas and contributions from everybody and welcome and support difference. Our aim is to make sure that equality, diversity and inclusion run through everything we do as an employer.

We encourage applications from people with disabilities, and guarantee interviews for applicants with disabilities that meet the requirement of the role as part of our commitment as we work towards the Disability Confident Scheme.

To apply for the role, please:

1. Complete an application form ensuring you provide examples and evidence as to your relevant skills and capabilities and how you meet the person specification for the role.
2. Complete an EDI monitoring form (optional) to help us understand the demographics of people applying to work at Active Lincolnshire
3. Email your completed application document(s) to amy@appointconsulting.co.uk

To arrange an informal conversation with the Chief Executive, contact Emma.Tatlow@activelincolnshire.com