

# Communications & Content Manager

Location	Motorsport UK, Bicester Motion.
Hours of work	Full Time (37.5 hours per week). 09:00 until 17:30, Mon – Fri. 4 days on site, 1 remote
Salary	£45,000 - £50,000

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## THE ROLE

We are seeking a highly skilled and proactive Communications & Content Manager to lead all organisational communications and content across Motorsport UK's digital channels, member magazine, PR output and media engagement.

This role is responsible for overseeing the clarity, quality and consistency of how Motorsport UK communicates with members, stakeholders, partners, the media and the wider motorsport community. You will shape our external narrative, strengthen our reputation, manage high-profile announcements and press activity, and provide expert leadership on crisis communications.

You will also oversee editorial planning and content delivery across the Motorsport UK website and the Revolution member magazine, ensuring our owned channels inform, inspire and represent our

diverse community. In addition, you will lead the development and execution of an internal communications strategy that keeps all staff informed, aligned and engaged with key organisational priorities and cultural transformation.

The role will also play a key supporting part in Motorsport UK's public affairs communications, helping ensure clarity and consistency across government-facing or politically sensitive topics.

This is a role for someone who is confident under pressure, deeply knowledgeable about the motorsport landscape, and able to balance governance, community storytelling and brand communications with professionalism and impact.

## ABOUT MOTORSPORT UK CREATIVE

Motorsport UK Creative is our newly established insight-led, strategic and creative division, designed to elevate how we engage, communicate and grow our community. Operating as an in-house creative agency, the team brings together insight, strategy, creativity, content, design, digital and communications to support one shared ambition: to help more people enjoy motorsport, more often.

Motorsport UK Creative places insight, member experience and creativity at the heart of the organisation - shaping ideas from the outset and ensuring every message, campaign and member touchpoint is clear, purposeful and aligned with our long-term vision.

We combine data, creativity and member understanding to simplify the complex, welcome everyone and turbocharge the fun. Joining Motorsport UK Creative means contributing to a modern, collaborative and insight-driven environment where bold thinking, continuous improvement and measurable impact guide how we work. This role plays a core part in building that capability and strengthening the organisation's strategic decision-making.





## KEY RESPONSIBILITIES

### 1. Content & Editorial Leadership

- Author news articles, press releases and communications updates with consistent editorial quality. An individual who loves writing, but can flex tone, is essential.
- Manage content planning and production for the member's magazine, Revolution, and monthly members newsletter, including editorial direction, contributor coordination and cross-team collaboration, alongside writing key features each month.
- Ensure regulatory, governance, safety and membership updates are communicated clearly and in plain English.
- Work with designers, content specialists and external creatives to produce impactful written and visual content.
- Maintain high standards of accuracy, clarity and brand alignment across all communications.

### 2. PR, Media & External Communications

- Plan and execute proactive PR campaigns that promote Motorsport UK's work, vision and impact.
- Build and maintain strong relationships with journalists, media outlets, broadcasters and content creators across motorsport and sport.
- Manage press office operations including media enquiries, statements, interview coordination and briefing documents.
- Prepare spokespeople, including senior leadership, for interviews, press conferences and major communications moments.
- Support messaging and communications around public affairs activity, including political engagement, consultations, policy updates and governmental correspondence.

### 3. Crisis & Issues Management

- Lead Motorsport UK's crisis communications response, working alongside the Director of Marketing, Senior Leadership Team and relevant departments.
- Draft statements, coordinate messaging and ensure information is consistently managed and appropriately escalated.
- Maintain and evolve crisis communications protocols and media-handling procedures.

### 4. Internal Communications Leadership

- Develop and deliver an internal communications strategy that ensures staff are informed, aligned and engaged.
- Manage internal content, announcements, updates and staff messaging across channels including email, intranet and internal events.
- Ensure organisational initiatives, cultural changes and leadership messages are communicated clearly and consistently.
- Partner with HR and senior leadership to deliver effective internal communication moments and staff engagement campaigns.





## WHAT SUCCESS LOOKS LIKE

- Clear, trusted and timely communication and content across all organisational touchpoints.
- Strong, positive media relationships that increase Motorsport UK's visibility and influence.
- Confident, well-managed crisis responses that protect the organisation's reputation.
- A vibrant, high-quality Revolution magazine that engages and informs members.
- A responsive, informative and modern Motorsport UK website content.
- Consistent, authoritative and human storytelling across all channels.
- Members who feel informed, valued and connected.
- A strengthened public voice that supports Motorsport UK's mission and growth.
- Internal teams who feel aligned, informed and connected to organisational priorities.

## CORE COMPETENCIES & EXPERIENCE

- 5+ years experience in communications, PR, journalism or editorial leadership.
- Deep knowledge of UK motorsport, including its structures, disciplines, community and media landscape (essential).
- Demonstrable experience managing media relations, press strategy and journalist engagement.
- Proven crisis communications skills, including drafting statements, coordinating responses and advising senior leaders.
- Excellent writing and editorial skills with the ability to simplify complex topics.
- Experience managing publications, editorial calendars or magazines.
- Strong organisational and project management abilities with attention to detail.
- Ability to work collaboratively across departments and manage multiple priorities.
- Confident storyteller with an understanding of how messaging influences perception.
- Understanding of public affairs, governmental processes or political stakeholders relevant to motorsport, sport or national regulation (desirable).
- Experience translating policy or regulatory subjects into clear, accessible communications for public, member and media audiences.

## DESIRABLE ATTRIBUTES

- Experience in a governing body, membership organisation or sport environment.
- Familiarity with CMS systems, content workflows and digital publishing.
- Knowledge of regulatory communications, governance or controlled content.
- Experience with crisis simulation or media training.
- Understanding of integrated campaigns and cross-channel content planning.





## WHY THIS ROLE MATTERS

Motorsport UK represents one of the most passionate and complex sporting communities in the country. Our ability to communicate with authority, clarity and consistency is fundamental to trust, safety, membership growth and our reputation both within and beyond the sport.

This role ensures that the stories we tell, the decisions we communicate and the issues we respond to are conveyed with accuracy, transparency and confidence. From regulatory updates to major announcements, from member engagement to crisis response, the Communications & Content Manager is instrumental in shaping Motorsport UK's public voice.

Equally, the organisation is undergoing cultural and operational transformation - and internal communication is essential to ensuring teams understand priorities, collaborate more effectively and feel informed and valued.

Your work will modernise our communications approach, strengthen media and staff relationships, and ensure our community feels informed, connected and engaged - helping more people enjoy motorsport, more often.

If this sounds like the role for you, why not get in touch? Head on over to our careers page for more information on how to apply:

[motorsportuk.org/contact-us/careers](https://motorsportuk.org/contact-us/careers)



**Motorsport UK is the national governing body and membership organisation for four-wheeled motorsport in the UK, representing a passionate community of more than 100,000 people including 64,000 competitors, 11,000 volunteers and officials, and more than 600 clubs. We exist to ensure motorsport is safe, fair and fun for everyone, every day, and to grow the sport for future generations.**

We are entering a new strategic chapter focused on one clear ambition: to help more people enjoy motorsport, more often. This direction is guiding how we modernise the sport, strengthen our member experience and open more accessible pathways into motorsport.

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