



Sports Commissioner

Welsh language skills are essential for this role

Why join S4C?

S4C is a UK Public Service Free to Air broadcaster. We broadcast 7 days a week in the Welsh language and sport is an important part of the schedule with over 550 hours being shown each year.

At S4C, we are passionate about creating a positive, energetic and inclusive working environment that reflects our core values:

At your best; Proud of S4C; Celebrating all; Go for it

This is an exciting time to join our team as we roll out our new multi-platform content strategy. We are looking for a dynamic, creative and enthusiastic individual with a keen interest in sports broadcasting to join our team of Commissioners. It's a full on role, which touches on nearly all aspects of sports broadcasting with no two days the same.

Job Overview

As a member of the Commissioning Team, you will work closely with the Chief Content Officer to create and oversee a multi-platform sports content publishing strategy for S4C, contributing significantly to the achievement of our content strategy.

You will present and commission a wide range of live sports content from suppliers. You will balance editorial excellence with all compliance and budgetary requirements, ensuring that the commissioned content is strategically aligned with the vision for S4C.

You will be a key and constructive link with the independent production sector and other broadcasters, working together to identify opportunities to expand S4C's sports delivery, targeting audiences who consume that content in numerous formats and different publishing platforms. You will be responsible for negotiating and securing sports rights to broadcast and co-broadcast a wide range of live sports from the international stage to grassroots sport on S4C.

Your contribution and influence as a leader will be crucial as S4C transforms into a multi-platform content publisher.

What will you do?

As a Sports Commissioner you will:

- Commission live sports content, highlights, other sports related content and digital clip rights for S4C's Sports programmes and multi-platform material in line with S4C's programme and publishing strategies.
- Be a sports broadcast rights expert and lead discussions with sport's governing bodies, clubs and other broadcasters to ensure broadcast rights to a wide range of quality sports.
- Contribute to a developing multi-platform sports publishing strategy through discussion and collaboration with the Head of Planning & Content Management, Head of Streaming and Digital and the Head of Content Operations.



- Work with social media officers to ensure that S4C's Sports accounts offer a visible and effective service across the social media platforms.
- Enable creativity and foster an innovative approach to sports content.
- Meet regularly with independent companies to discuss ideas and on and off-screen talent deployment, meeting on location and visiting their offices and on site at outside broadcasts and studios.
- Contribute to content commissioners' discussions specifically on sport and as required to the content strategy of S4C in general.
- Discover and develop new presenting, reporting and commentary voices ensuring S4C's objectives to reflect a diverse Wales is met by developing on-screen talent.
- Identify and pursue broadcast rights and consider and discuss proposals with independent companies on a regular basis.
- Expand and develop S4C's live sports delivery across various publishing platforms.
- Ensure that the delivery of S4C's sports content is based on a sound understanding of diversity, cost, quality, maximising entitlements, and funding needs and work with production companies to achieve these requirements.
- Understand, assess and use data metrics from multiple industry sources to ensure informed decisions.
- Identify commercial opportunities through knowledge transfer and work with the Chief Content Officer to develop opportunities for S4C.
- Develop and maintain constructive working relationships with independent production companies, ITV and BBC and other broadcasters e.g. Sky Sports and TNT Warner Brothers Discovery, Netflix, Amazon to ensure the most creative and imaginative service possible.
- Gather and incorporate producers feedback to inform policy and direction reporting findings to the Chief Content Officer.
- Lead on all stages of the commissioning process for live sports content and highlights including broadcast rights, budgetary decisions, funding, casting (in line with S4C's casting policy) compliance, production, post-production, communication and promotion.
- Lead on all sports tenders and manage relationships with production companies and on-screen presenters and commentators.
- Ensure that all live content commissions and highlights are delivered on time and within budget. Collaborate with internal departments on the presentation of sports broadcasts, working with them to problem solve when necessary.
- Ensure editorial content complies with editorial standards and guidelines. Take responsibility for ensuring that all activities comply with The Safeguarding, Data Protection, Fair Trading and Legal Trust policy.
- Communicate and collaborate with S4C's internal departments, such as Planning, Social Media, Communications, Marketing and Partnerships, Business Affairs, Legal and Finance.

- Communicate the objectives of S4C's sports delivery to the creative sector and production teams, and provide advice and guidance as required.
- Encourage new ideas and innovative content and ensure and maintain a high standard of production.
- Have a strong understanding of the cost and standard of content production and lead on the negotiation of Sports rights and agreements working with the Legal/Business Affairs teams.
- Be responsible for effective financial management and compliance for all projects in conjunction with members of S4C's Business Affairs team.
- Represent S4C in public forums, conferences, awards juries and panels etc.
- Work with fellow staff and others to ensure we meet our corporate objectives and achieve creative excellence.
- Operate effectively and consistently with statutory and strategic commitments.
- Contribute to discussions and meetings specifically relating to your main individual responsibilities and more widely where there is benefit to S4C in general.
- You will be expected to undertake any other reasonable work or responsibilities arising from time to time and deputise for your Line Manager in their absence or as required in the areas related to your work.

You will succeed in this role if:

- You have a keen interest in sports broadcasting with expertise in sports broadcast rights.
- You can encourage an ambitious and bold culture that is willing to take a risk.
- You have a full understanding of the scope and purpose of S4C's content, multi-platform and corporate strategies to achieve its objectives.
- You will be able to develop and maintain positive and productive relationships with external individuals and organisations.
- You are passionate about creating an inclusive, active and healthy work culture.
- You can work independently with the freedom to make decisions but also enjoy working with a wider team to share ideas.
- You are a strong communicator in Welsh and English (spoken and written – language refreshment support available).

You will also:

- Be aware of S4C's strategy, and ensure that you take personal responsibility to follow all our policies and procedures as required which include working within Health and safety guidelines, diversity and inclusion, data protection, financial guidance and so on.
- Contribute in a positive way towards the culture of S4C and achieving its strategy.
- Contribute to and support the use of Welsh in the workplace.
- Collaborate with your line manager and be proactive in managing and developing your own performance.



- Ensure that you work in a positive, collaborative, cross-organisational way, which develops great services for our viewers on all platforms and ensures a positive, energetic and inclusive work environment that treats everyone with respect.

What will you get?

- The opportunity to make a significant contribution to the creative and sporting culture of Wales.
- The opportunity to make a real difference in an organization that values people.
- Working in a flexible environment within one of our offices in Wales.
- S4C is committed to the personal growth of its employees, offering comprehensive training and development opportunities to upskill and advance careers. This includes in-house training, and professional development programs.
- Access to unique opportunities in the media sector including attendance at events, panel discussions and internal updates.
- Employees have the unique opportunity to contribute to the promotion and preservation of the Welsh language and culture through their work.
- S4C offers a Group Personal Pension Scheme with 10% contributed by S4C.
- 26 days of leave gradually increasing up to 32 days in 9 years.

For an informal discussion about the role please contact the Chief Content Officer Llion.Iwan@s4c.cymru.

In your application, please ensure that you highlight the skills and experience you have that are relevant to the role listed in the personal specification below and are in line with our core values. Give clear examples that show why you are a good fit for the job.

Person Specification

Feature	Essential	Desirable
Experience	<p>Awareness of developments in Sports broadcasting and recognition of opportunities and threats.</p> <p>Awareness of S4C's Content Strategy and Vision for the future.</p> <p>Experience of sports broadcasting across a diverse range of sports.</p> <p>Experience of high-level content production and supervision along with awareness of issues relating to compliance, funding and co-production.</p> <p>Understanding and knowledge of the sports landscape in Wales.</p> <p>Relevant contacts in sporting organisations as well as production and broadcasting companies.</p>	<p>Awareness or experience of operating in accordance with best practice within the public service</p> <p>Experience of managing significant budgets.</p>

	<p>Understanding of performance, writing and directing talents in the field of sports in Wales.</p>	
<p>Skills & Knowledge</p>	<p>The ability to identify opportunities to develop a variety of exciting projects.</p> <p>Familiarity with the Sports content across all platforms on S4C.</p> <p>An awareness of the sports broadcasting landscape and trends in the UK and globally.</p> <p>Ability to build on current S4C sports provision across all platforms.</p> <p>The ability to identify and collaborate with the independent sector and individual producers to promote and develop ideas, talent and skills.</p> <p>The ability to work positively with colleagues, producers and external clients.</p> <p>Excellent communication and negotiation skills.</p> <p>Good organisational skills and ability to respond quickly and effectively to various demands and queries.</p> <p>Excellent oral and written communication skills in both Welsh and English.</p> <p>Creative ideas about content, pushing ideas and the ability to realise them.</p> <p>A vision on how to identify and nurture new talent.</p> <p>An understanding of digital communication and the ability to recognise and understand the nature and aspirations of the audience for traditional, digital and multi-platform content services.</p> <p>Sound editorial judgement and the skills to provide clear and expert feedback during the production process.</p> <p>Good planning skills.</p> <p>Strong interpersonal skills.</p>	<p>Experience in managing and discussing Sports Rights.</p> <p>Awareness of S4C and Ofcom compliance guidelines and the regulatory framework related to content.</p>

	<p>Excellent attention to detail and accuracy.</p> <p>The ability to work in a flexible and positive manner.</p>	
Personal Characteristics	<p>Act as part of a team and offer guidance.</p> <p>Ability to work with staff at all levels.</p> <p>Be able to work independently.</p> <p>The ability to make an effective decision while acting promptly under pressure.</p> <p>The ability to network effectively.</p> <p>Strong interest in Welsh matters and the television and creative industries.</p> <p>A problem solver.</p> <p>Understanding and commitment to S4C's diversity and inclusion strategy and policy.</p> <p>Show Values and Behaviours that are in line with S4C's values.</p> <p>Willingness to work flexibly including evenings and weekends.</p>	Valid Driving Licence

Other details

Location:	Carmarthen / Cardiff / Caernarfon (minimum 3 days in office)
Salary:	Competitive salary dependent on skills and experience. The salary will be no less than £70,000 per year. You are welcome to contact the People and Culture team at pobl@s4c.cymru for further details about the terms and conditions of the post.
Agreement:	4 years in the first instance
Working hours:	35.75 per week. Due to the nature of the job, flexibility, including working outside office hours, on certain weekends and bank holidays, is expected.
Probationary period:	3 months
Holidays:	In addition to the statutory bank holidays, you will be entitled to 26 days of paid holiday per year. (Please note that the annual leave will be pro rata if working part time).



Pension:

Paid staff are entitled to join a Group Personal Pension Scheme subject to the terms of any existing scheme which is amended from time to time. If you are a member of the Group Personal Pension Scheme, S4C will contribute 10% of your basic salary to the Scheme. You will be expected to contribute 5%.

Travel:

Occasional travel will be part of the job, usually within the United Kingdom and Europe.

Applications

Applications should be sent by **9.00 on Monday 6 July 2026** to Pobl@s4c.cymru or Pobl a Diwylliant, Canolfan S4C, Yr Egin, Carmarthen, SA31 3EQ.

We do not accept CVs.

Given the nature of this role, we are aware of the major events in the sporting calendar over the coming months. Therefore, our current intention is to reach a shortlist by the end of June, with interviews planned for early July, and we encourage early applications. However, we are focused on finding the right person for the role and the timetable may need to be adjusted if necessary.

An application submitted in Welsh will not be treated less favourably than an application submitted in English.

AI Use

If you choose to use AI or similar tools, please ensure your responses are accurate, truthful and reflect your own experience and words. Applications that are not original or are AI-generated may be rejected.

During the interview, the use of AI or recording tools is not permitted unless agreed in advance for accessibility reasons. Any evidence of unauthorised use may result in your application being withdrawn.

Equal Opportunity and Diversity

S4C does not allow discrimination based on gender, race, colour, disability, ethnic background or social-economic background, age, family status, marital status or civil partnership, part-time or full-time employees, religion, politics, sexual orientation, gender reassignment, pregnancy and maternity, language use (except where the ability to communicate in Welsh is necessary for the post) or any other irrelevant difference, and it is committed to considering diversity in a positive way. S4C welcomes and encourages job applications from groups that may be under-represented, including females, black and minority ethnic people and people with disabilities. Open and fair competition principles are in operation and appointments are decided on merit.