

## Bowls Scotland

### Job Description

<b>Job Title:</b>	<b>Marketing and Communications Officer (MCO)</b>
<b>Reporting to:</b>	Chief Executive Officer, Bowls Scotland
<b>Direct Reports:</b>	None
<b>Budget</b>	Responsibility for managing programme budget
<b>Location</b>	Negotiable/ National Centre for Bowling Northfield Hunters Avenue, Ayr KA8 9AL
<b>Date:</b>	March 2017
<b>Job Purpose</b> To develop and deliver the Bowls Scotland marketing and communications functions in line with the objectives set out in the Bowls Scotland Strategic Plan.  To support the drive of membership recruitment activity across the organisation as well as support the variety of strategic outcomes.  To co-ordinate and support departmental marketing and communication activity and act as 'gatekeeper' for Bowls Scotland's corporate identity.	
<b>Context</b> There is a small operational programme budget for delivery.  Marketing and communication supporting will also include events which are key elements of the Bowls Scotland Strategy (2015 / 2019) and reach across the work of our participation, coaching and performance programmes. These activities are the interface through which a large number of our audience make first contact with Bowls Scotland and are critically important to our growth aspirations.  The outputs of the role are varied but one of the key measures in place is overall membership of Bowls Scotland clubs.  The MCO will work closely with the CEO and link with the Director of Marketing, Branding and Communications. Between them they will offer challenge and support in the ongoing development of activity. The MCO also sits on the Senior Management Team.  Key partners will include: <ul style="list-style-type: none"><li>• Clubs, Associations, Volunteers and Coaches</li><li>• Scottish Media</li><li>• All partners</li><li>• Key Bowls Scotland staff - National Development Manager and Regional DO's, High Performance Manager, Volunteer Education Officer and the Competitions and Events Officer</li></ul>	
<b>Responsibilities:</b> <b>Leadership and Management</b> Manage Bowls Scotland communications and marketing activity within the context of the Bowls Scotland Strategy, parameters set with the CEO and in accordance with all relevant policies, guidelines and practices agreed by the Bowls Scotland Board.  Ensure the delivery of communications, marketing and events support, monitor key performance indicators and provide regular reports on progress against targets.  Ensure adherence to guidelines for our corporate identity in Scotland.  Support the external relationships linked to partnership activity, sponsorship and in kind support.	

**Communications, Marketing and Events:**

Lead on Bowls Scotland's marketing and communication activity to recruit new members and supporters.

Plan, implement and monitor communication activity across a number of channels, including social media, print, broadcast and online.

Develop and maintain relationships with a wide network of media contacts and influencers to ensure they are aware of Bowls Scotland's activity and to attract a wider audience to the merits of Bowls in Scotland.

Represent Bowls Scotland at events such as exhibitions, festivals, rallies and receptions.

Identify and address gaps in Bowls Scotland's marketing and communication activity.

Collaborate with Coaching, Performance and Development Teams to offer media CPD that compliments Bowls Scotland's programmes across the player pathway.

Deliver, advise and overview all Bowls Scotland's publications from programmes, newsletters, press releases, annual yearbook and many more.

**Financial:**

Manage department budget within agreed parameters and policies including personal expense and equipment accounts.

Work with colleagues within Bowls Scotland and with key stakeholders to secure and develop investment in communications, marketing and events activity.

**General:**

Provide expert advice to staff and volunteers on communications and marketing across Bowls Scotland activities, committees and contribute to the ongoing development of strategic direction.

Undertake Continual Professional Development (CPD) to ensure you stay up to date with a modern and ever changing communications and marketing environment.

Work with the CEO and Senior Management Team to service relationships with key stakeholders, including sportscotland, sportscotland institute of sport etc

Provide input and support to key Bowls Scotland Events.

Carry out other appropriate tasks as instructed by the Chief Executive Officer.

**Bowls Scotland Candidate Specification**

<b>Job Title:</b>	<b>Marketing and Communications Officer</b>	
<b>FACTORS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications and Attainments</b>	Valid UK Driving Licence	Qualified to degree level in a subject relevant to Communications and Marketing
<b>Work and other Experience</b>	Experience in working with and supporting a network of professional staff and volunteers	Developing and implementing marketing communications plans alongside corporate objectives/plans
	Experience of working within events as part of a team	Experience of strategic planning and implementation
	Experience of briefing, supporting and controlling outside agencies for the fulfilment of marketing work e.g. design, print, public relations, direct mail, web design and sponsorship	Knowledge of the Scottish Bowls scene and the Scottish sports environment
	Excellent verbal and written communication skills	2-3 years experience working in a marketing/ comms team
	Development of web-sites, social media platforms and other media outlets	Track record in communications, marketing and events environment
<b>Skills</b>	Editorial and copywriting	Ability to source funding for development opportunities
	Knowledge of ICT, spreadsheets, word processing and PowerPoint	Planning for long, medium and short term targets
	Ability to plan and manage budgets	
	Able to build and maintain working relationships	
	Ability to monitor key performance indicators and report against targets	
<b>Disposition and Personal Qualities</b>	Self-starter and ability to manage own time	A good sense of humour
	Ability to work as an integral part of a team	
	Articulate communicator across all mediums	
	Passionate about sport	
	Available to work evenings and weekends	
	Ability to manage and prioritise own workload and meet set deadlines	
	A can do attitude	

