

MARKETING OFFICER JOB DESCRIPTION

Job Title:	Marketing Officer
Office Base(s):	The primary base for all staff is the National Centre for Bowling in Ayr, however consideration will be given to remote working at a suitable base
Reports To:	Chief Executive Officer
Key Relationships:	<ul style="list-style-type: none"> ▪ Bowls Scotland Staff ▪ Board Director for Marketing, Branding and Communications ▪ Partners ▪ Sponsors ▪ External Agencies ▪ sportscotland ▪ Clubs ▪ Volunteers
Job Purpose:	<p>Lead on all aspects of Bowls Scotland's marketing activity, outlined in the Bowls Scotland Corporate Strategy, including:</p> <ul style="list-style-type: none"> • Cultivating a strong corporate image. • Promoting a positive image of the game of lawn bowls. • Increase engagement with clubs via Bowls Scotland programmes and initiatives e.g., Try Bowls and BowlsMark. • Celebrating success at grass roots and high performance

Key Tasks

- Develop, lead, and manage the implementation of a marketing strategy.
- Support the delivery of Bowls Scotland's quarterly communications plan and help ensure communications platforms are vibrant and engaging.
- Prepare content for the publication of marketing material and branded content including social media, documents, and press releases (review branded material to ensure consistency).
- Lead and manage Bowls Scotland brand guidelines and values, ensuring a consistent and standardised approach is taken to presentation and brand-led decision-making and activity.
- Plan, advertise and promote marketing campaigns for programmes and services to raise brand awareness.
- Liaise with partners and sponsors to promote success of activities and enhance Bowls Scotland presence
- Oversee the branding and content of Empowering Women in Bowls image and creating brand awareness.
- Conduct market research to identify opportunities for promotion and growth.
- In partnership with the Bowls Scotland Development Team, create and promote marketing campaigns to increase membership growth.
- Promote and co-ordinate the brand activation activity at Bowls Scotland competitions and events.
- Monitoring the marketing budget.
- Oversee website content and review content and update regularly.
- Responsible for design, order, and coordination of distribution of Bowls Scotland kit and merchandise
- In partnership with the Communications Officer, create, develop and coordinate deliver of Bowls Scotland Rock 'n' Bowl Podcast

General

- 1 Promote Bowls Scotland both within and out with the work environment.
- 2 Uphold the organisation values of Bowls Scotland and contribute to the working and welfare of the staff team.
- 3 Draft reports and contribute to Board, Management and Staff meetings as appropriate.
- 4 Maintain knowledge and adhere to the published Bowls Scotland policies
- 5 Maintain own personal development records and ensure that interim review and annual appraisal documentation is signed off and lodged according to company policy and timescale.

The above job description will be subject to annual review to reflect the needs of the Bowls Scotland.