

MARKETING OFFICER PERSON SPECIFICATION

EDUCATION / QUALIFICATIONS

Essential	Desirable
Qualified to HND level in a marketing or business-related discipline	Qualified to degree level in a marketing or business-related discipline or equivalent experience in sports marketing.

SKILLS / ATTRIBUTES

Essential	Desirable
Ability to work under pressure to challenging timescales.	
A team player with the ability to work with and motivate others.	
Good self-discipline to work independently and manage a demanding workload.	
Strong communication and presentation skills, both oral and written along with evidence of experience delivering presentations.	

WORK AND OTHER RELATED EXPERIENCE

Essential	Desirable
	3 years' experience working in a marketing/ and communication team. Experience working with / for a national governing body of sport or organisation with similar objectives.
Understanding of sporting landscape in Scotland	Knowledge and understanding of Scottish Bowls
	Experience of working with and support a network of professional staff and volunteers
Experience of development and use of websites, social media platforms and other media outlets with a strong knowledge and usage of IT packages.	Experience of editing platforms such as Photo Shop, Adobe Illustrator, Premier Pro, Canva etc.
	Developing and implementing marketing communications plans alongside corporate objectives/plans
Experience of successfully developing and leading projects	Experience of successfully developing and leading projects at a national level

Experience in planning and contributing towards annual action plans / strategies.	Evidence of utilising internal and external data to inform planning and delivery of projects (google analytics).
A track record in effective partnership work	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

PERSONAL QUALITIES AND ATTRIBUTES

Essential	Desirable
Passion for sport	Passion for bowls
Enthusiastic, energetic, hardworking, trustworthy, and reliable	
Strong communication and interpersonal skills	
Commitment to CPD and a willingness to learn and develop.	
Flexibility – the role will require work at evenings and Weekends.	
Applicant must hold a full current driving licence. The postholder will be required to travel independently throughout Scotland on a regular basis and outside of Scotland occasionally.	