

## BOWLS SCOTLAND BOARD DIRECTOR – ROLE DESCRIPTION

<b>Role Title:</b>	Director of Marketing, Branding and Communications
<b>Role Status:</b>	Voluntary
<b>Reports To:</b>	Bowls Scotland Chair
<b>Key Relationships:</b>	<ul style="list-style-type: none"> <li>▪ Bowls Scotland Board and Staff</li> <li>▪ External Agencies</li> <li>▪ <b>sportscotland</b></li> <li>▪ Clubs</li> <li>▪ Volunteers</li> </ul>
<b>Purpose:</b>	<p>To support the organisation in the fulfilment of its Vision of ‘Bowls – at the heart of your community, active, modern and accessible to all’.</p> <p>Provide leadership and support to the marketing, branding and communications key outcomes as part of the Bowls Scotland Strategy 2019-2023.</p>
<b>Time Commitment:</b>	Up to 8 Board meetings per year and AGM, as well as involvement in occasional Strategy sessions, Board Sub Committees and/or Working Groups as appropriate.

### Key Responsibilities:

- Provide strategic direction for objectives and plans devised by Bowls Scotland.
- Monitor progress made towards achieving the organisational strategy and objectives, relating to marketing, branding and communications.
- Support specific elements of the strategic plan through short to long term planning.
- Sign off on high level press releases and articles
- Support internal as well as external communication as and when required
- Maintain detailed awareness of changing internal/external environment and provide recommendations on communication
- Strategic input to marketing of Bowls Scotland.
- Have strategic overview of website, social media accounts, live streaming, publications and event information distribution.
- Promote Bowls Scotland both within and out with the work environment.
- Uphold the organisation values of Bowls Scotland
- Draft reports and contribute to Board meetings as appropriate.
- Maintain knowledge and adhere to the published Bowls Scotland policies

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

## BOWLS SCOTLAND BOARD DIRECTOR – PERSON SPECIFICATION

### WORK AND OTHER RELATED EXPERIENCE

Essential	Desirable
Minimum 5 years' experience in a marketing/communications field of employment	Strong creative, strategic, analytical, and organisational skills
	Experience of working with volunteers
	Experience operating at Board level
	Awareness of lawn Bowls in Scotland

### KNOWLEDGE, TRAINING & QUALIFICATIONS

Essential	Desirable
Ability to build partnerships with other bodies and to act as an enabler and advocate	Specific knowledge of the lawn bowling landscape and infrastructure
Capable of providing timely and balanced advice	
Ability to link business requirements to solutions and appropriate policies and procedures for the organisation	
Ability to communicate and operate at all levels	

### SKILLS / ATTRIBUTES

Essential	Desirable
Innovative problem solver and strategic and lateral thinker	
Pragmatic with a clear and focused judgement	
A high level of business integrity	
Trustworthy	
Team player and highly motivated	
Flexibility to adapt to changes within the organisation	
Flexibility to commit the time necessary to develop the role and progress the organisation	