

BOWLS SCOTLAND MARKETING OFFICER- MATERNITY COVER- JOB DESCRIPTION

Job Title:	Marketing Officer- Maternity Cover
Office Base(s):	The primary base of Bowls Scotland is the National Centre for Bowling in Ayr. Bowls Scotland operate a flexible working policy with a combination of working from home and either the office in Ayr or an appropriate local office.
Reports To:	Chief Executive Officer
Key Relationships:	<ul style="list-style-type: none"> ▪ Bowls Scotland Staff ▪ Partners & Sponsors ▪ External Agencies ▪ sportscotland ▪ Clubs/Members ▪ Volunteers
Job Purpose:	<p>Lead on all aspects of Bowls Scotland's marketing activity, outlined in the Bowls Scotland 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 Responsibilities:

- In conjunction with the Communications Officer overview and implement the marketing plan.
- 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 campaigns for programmes and services to raise brand awareness.
- Liaise with partners to promote success of activities and enhance Bowls Scotland presence.
- Support the Equality, Diversity and Welfare Manager through campaigns promoting the sports' accessibility.
- 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.
- Manage the Marketing & Communications budget.
- Oversee website content, review content and update regularly.
- Responsible for design, order and co-ordination of Bowls Scotland kit and merchandise.

General

- Promote Bowls Scotland both within and out with the work environment.
- Uphold the organisation values of Bowls Scotland
- Draft reports and contribute to staff meetings as appropriate.
- Maintain knowledge and adhere to the published Bowls Scotland policies
- 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.