

BOWLS SCOTLAND – MARKETING OFFICER- MATERNITY COVER PERSON SPECIFICATION

EDUCATION / QUALIFICATIONS

Essential	Desirable
	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
Knowledge of basic marketing principles	
	Understanding of sporting landscape in Scotland
Experience of using 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. Experience of basic photography.
	Ability to plan and contribute to meetings in order to achieve organisational goals
	Experience of successfully developing and leading projects
	Ability to communicate clearly with external agencies and experience in collaborative working.

PERSONAL QUALITIES AND ATTRIBUTES

Essential	Desirable
Passion for sport	
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	