



JOB DESCRIPTION

INDEPENDENT DIRECTOR (MARKETING & COMMUNICATIONS)

As a member of the Board, a Director is required to:

- Be involved in the establishment of the organisation's vision, values and standards and to ensure that its obligations to the Membership are understood and met
- Be involved in the establishment of the organisation's strategic aims, ensuring that the necessary financial and human resources are in place for the organisation to meet its objectives
- Review management performance
- Provide leadership for the organisation within a framework of prudent and effective controls which enable risk to be properly assessed and managed
- Observe all Bowls England Policies including:
 - Anti-Doping
 - Equalities
 - Financial Management
 - Health & Safety
 - Safeguarding

Directors have a legal responsibility, both as an individual Director and as a member of the Board. Directors should constantly seek to establish and maintain confidence in the conduct of the Company. They should be independent in judgment and have an enquiring mind. Directors need to build recognition by the staff of their contribution in order to promote openness and trust.

Directors should be well-informed about the organisation and the external environment in which it operates with a strong command of issues relevant to the company. Once in post Directors should continually seek to develop and refresh their knowledge and skills to ensure that their contribution to the Board remains informed and relevant.

An element of the role of the Director is to understand the views of the Membership, both directly and through the Chair and the Chief Executive.

Effective Directors:

- Uphold the highest ethical standards of integrity and probity
- Support other Directors in their leadership of the organisation while monitoring their conduct
- Question intelligently, debate constructively, challenge rigorously and decide dispassionately
- Listen sensitively to views of others, inside and outside the Board
- Gain the trust and respect of other Board members and the staff
- Promote the highest standards of corporate governance and seek compliance wherever and whenever possible



The Independent Director (Marketing & Communications) has the following responsibilities:

- Development and implementation of strategic Marketing Plan
- Communications Plan and activities
- Branding
- Marketing collateral
- Leading Marketing Working Group



PERSON SPECIFICATION

INDEPENDENT DIRECTOR (MARKETING & COMMUNICATIONS)

Essential

- Experience of development and implementation of marketing and/or communications strategy
- Experience of brand development and promotion
- Management and leadership skills
- Commitment to Bowls England and its objectives
- The skill to represent and promote Bowls England externally
- The availability to attend Board meetings and other meetings as appropriate
- Effective use of modern technology

Desirable

- Experience of marketing collateral development
- Experience of sporting sector
- Board/Director level experience