



Bowls England  
Riverside House, Milverton Hill  
Royal Leamington Spa  
CV32 5HZ  
01926 334609  
[www.bowlsengland.com](http://www.bowlsengland.com)

Patron: Her Majesty Queen Elizabeth II

## Bowls England – Media & Content Officer

### Background

Alright, we know what you're thinking! Didn't Barry from EastEnders sing at a bowls event? Who sent me that video of an incredible bowls shot not so long ago? Isn't bowls just slow and boring? Well, if you've got this far and keen to read on, you must be ready for a new career challenge, be the kind of person who is open-minded to fresh possibilities or, perhaps, you're just one of the 100s of 1000s of people who has already fallen in love with our sport.

Whichever it is, with a new strategy, new leadership and renewed purpose, this is a great time to join our Bowls England team. The effects of Covid-19 meant 2020 was a challenging year, yet it provided a platform for reflection and innovation. Over the last 12 months we have completed a comprehensive programme of research and our ambitious, new strategy will tackle the challenges our sport faces and take advantage of the huge opportunities we have identified. You can read all about it [here](#).

All roads lead to more people playing the game and to grow we need to change perceptions of bowls, broaden the gateways to our sport, deliver great participant experiences, empower our volunteers and lead with purpose. Our people are integral to this mission and we need to ensure we have the capacity and capability to succeed, hence we're on the hunt for a talented and resilient new **Media & Content Officer**.

So, back to those questions of yours –

1. Yep, it was pretty embarrassing.
2. Dunno, but whoever sent it knows their sport. To save you hunting through your messages, here's a reminder <https://www.youtube.com/watch?v=e4ohG210NA8>
3. Unsurprisingly, we don't think so. We'd choose words like mesmerizing, sociable, doable and vitalizing. If your application is successful, you'll find out for yourself.

### About Bowls England

We are the National Governing Body for lawn bowls, the form of the sport which is played at the Commonwealth Games. Over 100,000 people play bowls regularly within the 2000 bowls clubs nationwide.

Our dream is for everybody to imagine the joy and benefit of playing sport and we believe the inherent qualities of bowls are well-placed to make that happen. Our mission is to promote and develop the sport of bowls across England so it enriches the lives of its participants, connects communities and is in good health for future generations.

In the vanguard of that mission are 12 members of the Bowls England staff team, overseen by a knowledgeable board of directors and supported by an army of spirited volunteers. We live and breathe our values, appreciate these qualities in others and look for these characteristics in new members of the team. If you're collaborative, adaptable, responsible and encouraging, you'll definitely fit in.

**Role:** Media & Content Officer

**Reporting into:** Head of Communications

### Key Responsibilities

This is a fantastic opportunity for someone who loves bowls and/or sport and is a digital native. Should you be successful you will –

**VAT No: 926 4696 86**

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- Support the development and delivery of an annual communications plan in accordance with the organisation's brand and communications strategies.
- Be responsible for the day-to-day management of the website, email broadcast platform and social media channels ensuring they are on point.
- Produce engaging content tailored for the communications platform and the target audience including, but not limited to, regular tailored e-newsletters.
- Produce the Annual Report and Accounts.
- Lead the development of content for major events including event programmes and PA script.
- Report on England's international bowls matches and other major events including the National Finals.
- Manage the international athlete's media opportunities and support the athletes with briefings and guidance.
- Manage the organisation's photo library and liaise with photographers.
- Provide a monthly management report on e-communications performance with insight and recommendations for the future.
- Provide weekly social media performance reports, focusing on engagement metrics
- Work alongside the marketing function to ensure our communications work is on-brand and results-focussed.

### **Person Spec – Experience**

During the application process, we hope you'll evidence -

- Previous experience working within a communications team ideally, but not necessarily, within the sports industry.
- A passion and knowledge of bowls, which would be highly desirable
- Experience of running engaging social media channels, or at least an extensive knowledge and understanding of the social media landscape.
- Experience with CMS and CRM platforms, ideally Wordpress and Dotdigital
- Strong copy writing skills

### **Person Spec – Skills and Behaviours**

Whilst also demonstrating you are –

- Highly adaptable and ready to work in a National Governing Body who have big ambitions for the future
- A good communicator who loves telling stories and communicating through digital channels, particularly social media
- Someone with video editing skills, as these would be highly desirable
- Up for a challenge and have a positive, energizing, can-do attitude
- Fully committed to collaboration with a team, and also taking on personal responsibility for your work
- Happy to commit to some long hours and weekend work – knowing we have a good time off in lieu system in place.

### **Role details**

This position commands a starting salary of £22,000 depending on experience. We operate a discretionary, performance-orientated bonus scheme.

The role is based at our Head Office in Royal Leamington Spa although recent events have helped us embrace more flexible working.

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### **Equal Opportunities Statement**

Bowls England is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We oppose any form of unlawful and unfair discrimination and make recruitment decisions based solely on qualifications, merit, and business needs at the time.

### **Our values**

To achieve our mission, we will be –

**Collaborative** - we believe that together we can achieve more. We share perspectives, seek out common goals and perform tasks with a mind-set of respect, trust and co-operation. We appreciate the varied contributions of those around us and are prepared to challenge those who do not have the wider interest of the sport at heart.

**Adaptable** - we will strive to be relevant in the ever-changing environment in which we live. We will be open-eyed and open-minded to the opportunities ahead of us, we will listen to others and we will display a can-do attitude. Whilst we remain steadfast in our purpose, we recognize the importance of being flexible in our approach.

**Responsible** - as custodians of our sport, we are committed to leaving it in a better place than we found it. We will be focussed in our mission, we will be proactive, we will be accountable for the decisions we make and we will be conscientious in our duties. We learn from our bad days and celebrate our good ones, knowing we will start afresh tomorrow.

**Encouraging** - we will harness the energies of those around us through our friendly, positive yet resilient demeanour. We will enable others to imagine what is possible, empower them to fulfil their potential and support them at times of need. Our words and actions will be motivational and embolden our sport in its future endeavours.

### **How to Apply**

To apply, please send your CV, together with a covering letter explaining why you are suitable for this role, to Helen at [ourfuture@bowlsengland.com](mailto:ourfuture@bowlsengland.com). Please use the job title as the subject. The closing date for applications is Friday 10<sup>th</sup> September and first round interviews will take place during the week commencing 20<sup>th</sup> September.

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