



# HEAD OF MARKETING AND COMMUNICATIONS

## 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.

Our Fit for the Future strategy will tackle the challenges our sport faces and take advantage of the huge opportunities we have identified. All roads lead to more people playing the game and to grow we need to change perceptions of bowls, broaden the gateway 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 marketing and communications specialist.

So, back to those questions of yours –

1. Yep, it was a little embarrassing.
2. Dunno, but whoever sent it knows their sport. To save you hunting through your messages, here it is <https://www.youtube.com/watch?v=e4ohG2I0NA8>
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 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 Description

**Role:** Head of Marketing and Communications

**Reporting into:** Chief Executive

**Direct Reports:** Media and Content Officer, Marketing Officer



### **Key Responsibilities**

This is a fantastic role for someone who wants to reshape a brand and inspire new and existing audiences. Should you be successful, you will -

- Be part of the organisation's leadership team playing a key role in developing a strong organisational culture.
- Manage the Marketing and Communications function providing effective guidance and support for your team.
- Own, develop and operationalise the organisation's brand and communication strategies to position the organisation and the sport in a powerful and consistent manner.
- Develop and champion the organisation's CRM strategy, being the go-to person in terms of insight, data and understanding of customer segments and audiences.
- Oversee, maximize and champion the organisation's communications platforms and delivery of the annual communication plan.
- Develop external broadcast and media relationships and exploit opportunities to get the organisation and the sport more profile.
- Manage major event media operations.
- Develop and leverage a network of ambassadors and influencers to generate more coverage.
- Develop and manage the effective distribution of all major media statements, and lead any crisis management for the benefit of the organisation's reputation.
- Oversee the organisation's marketing function ensuring brand guidelines are adhered to
- Develop and implement marketing campaigns so they are fully integrated and optimized. Deliver ticketing, retail and other commercial targets.
- Oversee retail and merchandising.
- Support the delivery of commercial and marketing partnerships.
- Lead the organisation's corporate affairs both in terms of internal communication and also external communications, influencing and lobbying.

### **Person Specification – Experience**

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

- Previous experience in a communications role with a well-developed understanding of the communications mix.
- Experience of positioning and building a brand, growing its awareness and changing perceptions.
- Practical knowledge of using and maximizing data, digital channels and social media platforms.
- Experience of developing and executing campaigns delivering against objectives.
- Experience of building media relationships and working with ambassadors or influencers.
- Effective people management capabilities and an ability to lead groups of people.
- Experience of operating in complex stakeholder environments.

### **Person Specification – Skills and Behaviours**

Whilst also demonstrating you are -

- An engaging communicator with excellent verbal and written communication skills.
- Up for a challenge and have a positive, energizing, can-do attitude.
- A proven team player who seeks out common goals and brings people together.



- Open-minded with a desire to understand and get the best out of others.
- Hard working and accountable, with an appetite for continuous improvement.

### **Role Details**

The position commands a starting salary of circa £38,000 p.a. plus benefits. We operate a discretionary, performance-related bonus scheme.

This is a full-time role based at our Head Office in Royal Leamington Spa although. Recent events have helped us embrace more flexible working.

### **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 Monday 11<sup>th</sup> July and first round interviews will take place virtually during the week commencing 18<sup>th</sup> July.