



Aviva National Finals - Super Volunteer (Marketing and Communications)

Role reports to Marketing and Communications Manager

About the event

The Aviva National Finals is back for 2024 and is going to be bigger and better than ever before. The 18-day festival of Bowls is the pinnacle event in the outdoor bowling calendar and it will return to the home of Lawn Bowls - Victoria Park, Royal Leamington Spa – from Thursday 15th August to Sunday 1st September inclusive.

Bowlers across the country will battle it out during the season, in 37 different competitions and championships, with the goal of reaching the Aviva National Finals, competing on the biggest stage in Lawn Bowls and with the hope of etching their name in National Finals history.

Why volunteer as a Super Volunteer at the Aviva National Finals

Volunteering at the Aviva National Finals is a rewarding and enriching experience and without volunteers our events simply could not run. As a Super Volunteer you will be an integral part of the event delivery team and will be involved in planning meetings pre-event and will have the ability to influence how the volunteer programme runs to maximise the experience of our volunteers and also the service they provide on event.

On event, you will be responsible for managing a small team of volunteers and become part of the volunteer leadership team who, by delivering a high-quality volunteering programme will be ensuring the overall success of the event.

Whether you want to give back to the sport you have enjoyed playing for many years or have never picked up a bowl before, the Super Volunteer programme is available to all and we invite you to become a part of our volunteer family.

If you volunteer at the Aviva National Finals, Bowls England (BE) will provide you with:

- First-hand experience of working at the country's biggest Bowls event and the opportunity to work closely with the Bowls England staff team pre and during the event
- Pre event training and briefing including safeguarding, role and event familiarisation and volunteer management training
- Aviva National Finals kit and lanyard (which is yours to keep and reuse at future events)
- Meal voucher whilst on shift to be redeemed at a concession on site
- Complimentary hot drinks and biscuits
- Complimentary access to watch the Aviva National Finals when you are not volunteering
- Complimentary parking on the day of your shift
- Organised social opportunities with other volunteers throughout the duration of the Aviva National Finals
- The opportunity to attend the Bowls England Awards and be recognised as 'Bowls Maker of the Year'



About the Super Volunteer role

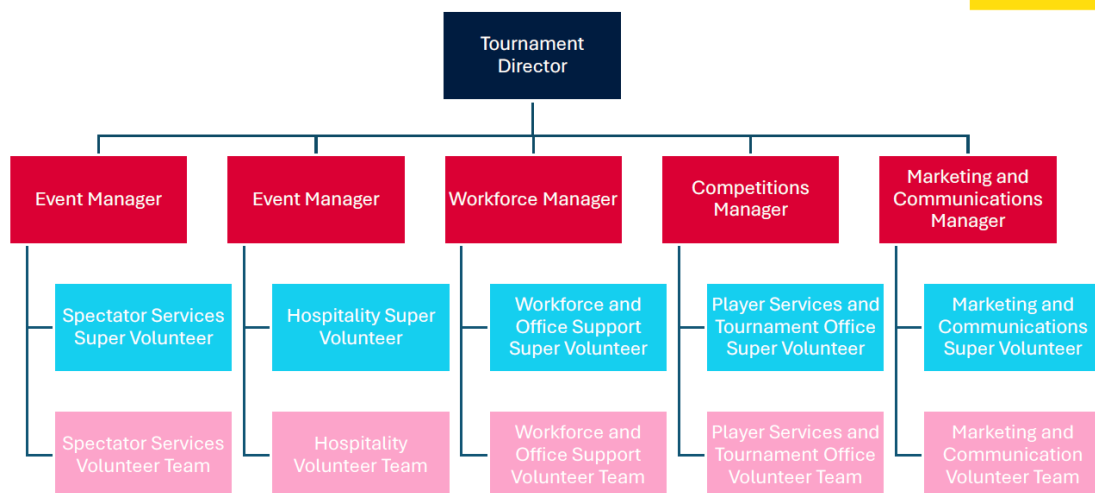
Super-Volunteer roles have been created to enable us to develop our volunteer programme by recognising and elevating a small group of outstanding individuals who are able to take on a leadership role within the delivery team of the Aviva National Finals.

Super Volunteers will work closely with the Bowls England staff team pre, and on event helping to shape the Aviva National Finals ensuring that we deliver the best possible event. We are seeking highly motivated individuals who will independently lead and manage volunteers within their specific area.

Roles of the Super Volunteers during an event day will include volunteer briefing, deployment, managing rotas, volunteer welfare and feeding back thoughts and suggestions to the BE staff teams on how to make continual improvements to the experience of our volunteers and the service volunteers provide on event.

To ensure a high level of media coverage during the Aviva National Finals, we are seeking dedicated Super Volunteers to assist in managing the Marketing and Communications Team. These individuals will play a pivotal role in assisting with the coverage of the Aviva National Finals. Their contributions will be integral to creating memorable moments and upholding the event's reputation for excellence. We invite enthusiastic individuals to join us in delivering superb coverage during the Aviva National Finals.

Aviva National Finals 2024 Volunteer Structure



Role Description

- Manage the marketing and communications volunteer team including training, daily briefing, allocating roles and managing breaks and lunches



- Support in creating exciting content during the Aviva National Finals to use on the Bowls England social media channels
- Collaborate with the marketing team to contribute ideas and assist in the execution of marketing strategies and campaigns
- Assist in the creation of graphics and promotional material for the Aviva National Finals
- Contribute to capturing and editing video content to share on Bowls England YouTube channel and on our streaming platform, Bowls TV
- Provide support on the creation and distribution of email campaigns during the event
- Work closely with the staff team in delivering the communications plan and partner marketing activities

Requirements

- Excellent communication skills
- Outgoing, enthusiastic and friendly
- Excellent organisational, administration and time management skills
- Creative and innovative thinker
- Previous experience in marketing or handling a clubs social media channels / website (Desired)
- Competent with creative platforms such as, Photoshop/Canva/Video Editing Systems (Desired)

How to Apply

Please email laura.blatherwick@bowlsengland.com with a cover letter outlining your suitability for the role and including your availability for the 2024 Aviva National Finals (15th August – 1st September) and availability to assist pre-event either in Leamington or remotely. Please also include which Super Volunteer post(s) you would like to apply for. Applications will be reviewed as they are received, and consequently early applications are encouraged. There will be multiple appointments for each Super Volunteer role.

Equal Opportunities Statement

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

Our Mission

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,

Our Values

We will do our utmost to apply these values to the choices we make and the way we behave. 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.