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MARKETING AND COMMUNICATIONS MANAGER PROFILE: ENGLAND GOLF LINCOLNSHIRE, UK

MARKETING AND COMMUNICATIONS MANAGER AT ENGLAND GOLF

The role of the iGolf Marketing and Communications Manager for England Golf encompasses the leadership and management of all marketing and communication activities for England Golf's iGolf and iPlay applications, with a primary focus on driving connectivity, registrations, and participation in golf. Reporting directly to the Head of iGolf/iPlay, the successful candidate will be responsible for devising and executing comprehensive marketing strategies, leveraging various channels to drive user acquisition and retention. Their duties will involve crafting compelling messaging, coordinating promotional campaigns, and collaborating cross-functionally to ensure alignment with organisational objectives. The successful candidate will play a pivotal role in enhancing the visibility and effectiveness of iGolf and iPlay.

ABOUT ENGLAND GOLF

England Golf, the governing body for amateur golf in England is a non-profit organisation dedicated to growing the game of golf. Headquartered at The National Golf Centre at Woodhall Spa, in Lincolnshire, UK, England Golf works at the heart of golf in England, supporting and empowering a thriving community of players, counties, and clubs to get the most out of the game of golf!

England Golf leads through strong governance and integrity. They strengthen governance in all aspects of golf, deliver safeguarding throughout the golfing community, utilise data and technology to enhance decision-making and drive equality and equity in everything they do.

England Golf energises and supports the golf community. They support golf clubs with member recruitment and retention, connect and engage with all golfers, inspire and educate golf's network of volunteers, increase golf's influence within local communities, and advocate and inform on all elements of sustainability.

England Golf delivers a more inclusive and accessible sport. They drive diversity at all levels of golf, create more opportunities for juniors and young adults, promote the health and well-being benefits of golf, inspire more women and girls to play golf, and develop greater access for disabled people.

England Golf inspires current and future generations. They enthuse all golfers through relatable role models, communicate a positive perception change for golf, deliver an excellent talent pathway from regional to national squad level, and host over 50 best-in-class competitions for all golfers.

England Golfs values:

- **Be Inclusive.** Welcoming and enabling everyone to be involved with golf in England
- **Be Honest.** Acting with integrity, trust, fairness, reliability and transparency
- **Be Supportive.** Working together to make golf better for everyone, inspiring people to achieve their goals
- **Be Excellent.** Continuously improving, exceeding expectations, and setting high standards
- **Be Responsible.** Being personally accountable and passionate about driving a strong future for golf

England Golf stands for Golfers, Golf Club, and the Game and they proudly support thousands of clubs and players across the country and always welcome everyone, whatever stage they are at in their golfing life.

ENGLAND GOLF BY THE NUMBERS

- Affiliated Golf Clubs: 1,800
- Individual Members: 720,000

- My England Golf Users (MYEG App): Approximately 400,000
- Annual Golf Events: Approximately 70
- Golf Squads: 5
- Responsible to: Head of iGolf / iPlay
- Responsible for: Marketing and Communications Officer (iGolf); Graphic Designer (EG & iGolf); Communications & Data

ENGLAND GOLF WEB SITE: www.englandgolf.org

MARKETING AND COMMUNICATIONS MANAGER POSITION OVERVIEW

To lead, develop and manage the marketing and communications strategy for iGolf and iPlay, with a focus on the growth of the programmes as part of England Golf's drive to connect and engage with independent golfers.

Must be comfortable cultivating professional relationships both in and out of England Golf including Partners, sponsors and suppliers; designers, printers, agencies and suppliers; iGolf subscribers and iPlay users; other partners and organisations and other stakeholders.

KEY RESPONSIBILITIES

- Lead, develop, and manage the marketing and communication strategy for iGolf and iPlay to enhance brand equity, and improve reach and engagement, driving growth and income.
- In conjunction with the Head of iGolf/iPlay, develop, manage, and activate marketing and communication activity within the strategy to drive new and support the retention of existing iGolf Subscribers and iPlay Users.
- Plan and execute a wide variety of external communications and social media activity, working closely with the Marketing and Communications Officer
- Develop thought leadership that advances the iGolf and iPlay brands and produce content, and engagement aligned to subscriber and user targets.
- Work closely with the iGolf team and Marketing & Communications Officer to ensure excellent content within our suite of email communications and newsletters and manage distribution using Dotdigital.
- Work with agencies to deliver a paid digital advertising strategy to promote acquisition and engagement.
- Produce reports and analysis for the Senior Management Team and Board when appropriate.
- Manage areas of work including design, video, promotional material, and collateral production in conjunction with the communications team and Graphic Designers (internal and external agencies).
- Oversee and manage the maintenance of all iGolf digital channels and ensure creative, engaging, and conversion-focused content is distributed.
- Manage and support ongoing relationships with external developers, creative and digital agencies, partners, printers, and other suppliers to drive growth.
- Undertake relevant market research and compile reports, statistics, surveys, and analysis, as required.
- Manage and take ownership of all content on the websites, ensuring that content is timely and relevant and enhancing its usability, accessibility, and positioning on search engines.
- Working closely with the Head of iGolf/iPlay to ensure the website, digital newsletters, publications, and social networking sites have consistency in terms of voice, branding, messaging, and frequency of posting via digital channels.
- Provide monthly reports and analysis of print and online communications activity to identify opportunities to improve effectiveness, scope, and engagement.
- Provide monthly reports that review and analyse social media and website traffic generated producing reports to show value in kind and ROI, utilising the results to refine and direct spending for the best value.
- The duties and responsibilities in this job description are not exhaustive. You may be required to undertake other duties within the general scope of this role, any such duties should not substantially change the general character of the role.

CANDIDATE QUALIFICATIONS

- Knowledge of the full marketing mix – specifically product or service marketing and promotion, social networking, PR, email, and website communications

- Excellent understanding of current online marketing concepts, strategies, and best practices.
- Strong understanding of search engine optimisation and digital advertising to a range of audiences.
- A good knowledge of data protection policy and regulations.
- Ability to strategize.
- Experienced in leading and managing social media platforms to leverage growth.
- Highly organised with the ability to manage and prioritise multiple projects and deliver high-quality work to tight timescales.
- Accurate and thorough approach with attention to detail.
- Ability to innovate and adapt with a good understanding of a marketing funnel to support customer journeys.
- Good understanding of data management.
- Excellent written and spoken communication skills in verbal and electronic forms, including presentation skills.
- A competent team leader who is self-motivated and dynamic with a 'can do', results-driven approach.
- Friendly and willing to offer support and assistance to colleagues and customers.
- Ability to build and manage strong working relationships with suppliers and colleagues.
- Ability to work well in cross-functional teams.
- Lead with integrity and passion bringing others on the journey to drive progression.
- Resolute and calm under pressure.
- Creative, forward-thinking, and innovative.
- Maintains appropriate controls in dealing with confidential information.
- Experience in managing a delegated budget for efficient and effective spending.
- Proven line management with the ability to develop others and mentors.
- Practical experience in developing, managing, evaluating, and refining marketing and communication strategies with Business to Business (B2B) and Business to Consumer (B2C) markets.
- Planning, forecasting, and analysis of campaigns and marketing activity.
- Understanding and interpretation of Google Analytics to drive digital presence.
- Experience in managing at a strategic level for growth and development of a digital marketing function.
- Driving conversion-focused content related to a product or service.
- Prior experience in branding and messaging.
- Practical knowledge and experience of website Content Management Systems and the latest social media and e-marketing tools.

PREFERRED CANDIDATE QUALIFICATIONS

- Educated to degree level or equivalent.
- CIM qualification or a recognised marketing qualification
- An understanding of the structure and operation of sport in the UK/England.
- Knowledge and experience of email software tools.
- Good understanding of data management and CRM systems (MS Dynamics).
- Knowledge and experience of event management.
- Experience of search engine optimisation (SEO).
- Experience of Pay Per Click (PPC) and display advertising.

SALARY AND BENEFITS

Salary is highly competitive. England Golf offers an excellent bonus and benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your CV or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Claire Hodgson, Head of iGolf/iPlay, and Mary-Anne Price, HR Director, and clearly articulate your alignment with this role why you want to be considered for this position at this stage of your career, and why England Golf and the Lincolnshire area will be beneficial to you, your family, your career, and England Golf if selected.

You must apply for this role as soon as possible but no later than Wednesday 3rd April 2024. Candidate selections will occur in early April with the first Interviews expected on Tuesday 16th April 2024 and the second interviews on Tuesday 30th April 2024.

IMPORTANT: Save your CV and letter in the following manner:

“Last Name, First Name - CV”

“Last Name, First Name - Cover Letter – England Golf - MCM”

(These documents should be in Word or PDF format)

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Patty Sprankle at patty@kkandw.com

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