



Membership Communications Executive

Salary £23,000 to £25,000 per annum

+ employee assistance programme, private healthcare and/or health cash plan, 3x salary life assurance, enhanced pension and family policies, golf benefits, discount platform, up to 36 days annual leave (includes bank holidays and company days)

We are committed to equal opportunities and welcome applications from all backgrounds. We are disability confident committed. If you are not able to complete the online application and would like this in an alternative format, please contact Amy or Mary-Anne at hr@englandgolf.org

This is a fantastic opportunity to join a growing communications team who support all England Golf teams with marketing requirements. You will work closely with the membership communications manager and wider team to deliver a range of exciting digital and traditional marketing projects.

We're looking for someone with the following qualities:

- Passion for digital marketing techniques (a knowledge of golf is not essential for this role)
- Highly organised with the ability to manage and prioritise multiple projects
- Good understanding of data management
- Great communication skills
- Ability to work alone and in a team environment

The post is full-time, working Monday to Friday, 9:00am to 5:00pm. The position is based at England Golf Headquarters, The National Golf Centre, The Broadway, Woodhall Spa, Lincolnshire, LN10 6PU. We provide a hybrid working arrangement following a 6 week induction period.

As the national governing body for amateur golf, we work 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 we love. We value being Inclusive, Honest, Responsible, Excellent and Supportive.

For the full job description please visit our website (www.englandgolf.org/jobs) and to apply please complete the online application process (no CVs please). We operate a blind recruitment process.

Closing date for applications: **27 January 2025, 5pm**

Interviews take place: **5 February 2025, Woodhall Spa.**



Job Description

Post Title: Membership Communications Executive

Team: Communications

Responsible to: Membership Communications Manager

Responsible for: N/A

Purpose:

To provide support to the membership communications manager in the delivery of the communications plan and to assist the membership officer in the implementation of membership programmes.

Working Relationships:

Internal:

- Membership Communications Manager – regular communication
- Membership Officer, Press and Media Manager, Graphic Designer and Digital Content Editor - regular communication
- Development and Membership team – communication when required
- Commercial team – communication when required

External:

- Partners, suppliers and industry partners – liaison for content

Main Duties and Key Responsibilities:

- Assist the membership communications manager in the planning and delivery of stakeholder communications through newsletters and various digital platforms.
- Work alongside the digital content editor to ensure maximum exposure of key messages across all digital channels.
- Work closely with the press and media manager to ensure key stakeholder messages are reaching external media contacts.
- Liaise with internal teams to gather content and process distribution of messaging required.
- Occasionally meet with external stakeholders to provide reports on communication performance and plan future content.
- Help maintain a photo and video asset library that will be used for England Golf promotional activity across all departments.
- Undertake relevant market research and compile reports, statistics, surveys, and analysis, as required.
- Process email inboxes and telephone enquiries in support of the communications team.
- Attend relevant meetings to provide support to the membership communications manager.



- Lead on the delivery of communication to the England Captains and Senior Series membership programmes.
- Provide administration support in the management of the England Golf online shop
- To lead initiatives such as the Hole-in-One club for England Golf members
- To review, maintain and analyse data to ensure contacts lists are accurate and up to date.

Dimensions/Resources:**Staff:**

- N/A

Financial:

- N/A

Administrative:

- Regular meetings with line manager and other members of the communications team.
- Attendance at campaign events, golf events, video shoots, photoshoots where required.

Location:

England Golf Headquarters, Woodhall Spa, Lincolnshire. Required to travel as necessary to meetings and events.



Person Specification

Post Title: Membership Communications Executive
Team: Communications

	ESSENTIAL	DESIRABLE
Attainment:	<ul style="list-style-type: none"> • Good level of education (A-levels or equivalent). 	<ul style="list-style-type: none"> • CIM qualification or desire to study towards achieving a recognised marketing qualification.
Knowledge:	<ul style="list-style-type: none"> • Knowledge and experience of email software tools. • Good understanding of current online marketing concepts, strategy and best practice. • Understanding of marketing and campaign reporting and analysis. • Knowledge of administrative procedures and of preparing reports and general correspondence. 	<ul style="list-style-type: none"> • A good knowledge of data protection policy and regulations • An understanding of the structure and operation of sport in the UK/England. • Knowledge and experience of using a CRM.
Skills:	<ul style="list-style-type: none"> • Comprehensive knowledge and use of word processing, email, spreadsheet and presentation software. • Excellent command of written English with copy accuracy. • 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. • Good understanding of data management. • Excellent written and spoken communication skills in verbal and electronic forms. 	



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Competencies/ Behaviours:	<ul style="list-style-type: none">• Friendly and willing to offer support and assistance to colleagues and customers.• Self-motivated and dynamic with a 'can do', results driven approach.• Ability to build and maintain strong working relationships with suppliers and colleagues.• Be able to work and remain calm under pressure.• Creative, forward thinking and innovative.• Ability to work well in cross-functional teams.• Encourage and display attitudes and behaviours that respect and value diversity and promote equal opportunities.• Maintains appropriate controls in dealing with confidential information.• Customer-focused.	
Relevant Experience:	<ul style="list-style-type: none">• Prior marketing and communication experience.• Experience of using email software for integrated marketing campaigns.	<ul style="list-style-type: none">• Experience of data management.• Prior experience of branding and messaging.
Any other requirement:	<ul style="list-style-type: none">• Prepared to travel and work out of hours, evening/weekends as necessary.	<ul style="list-style-type: none">• Knowledge of the game of golf.• Valid driving license and/or access to transport as travel may be required.