Scottish Golf

MARKETING & COMMUNICATIONS OFFICER
CANDIDATE PACK

ABOUT US

Scottish Golf is the internationally-recognised governing body for amateur golf in Scotland.

With more than 210,000 active golf club members and around 575 golf courses across Scotland, the organisation's work reaches the four corners of the nation to ensure golf is accessible, no matter your location or background.
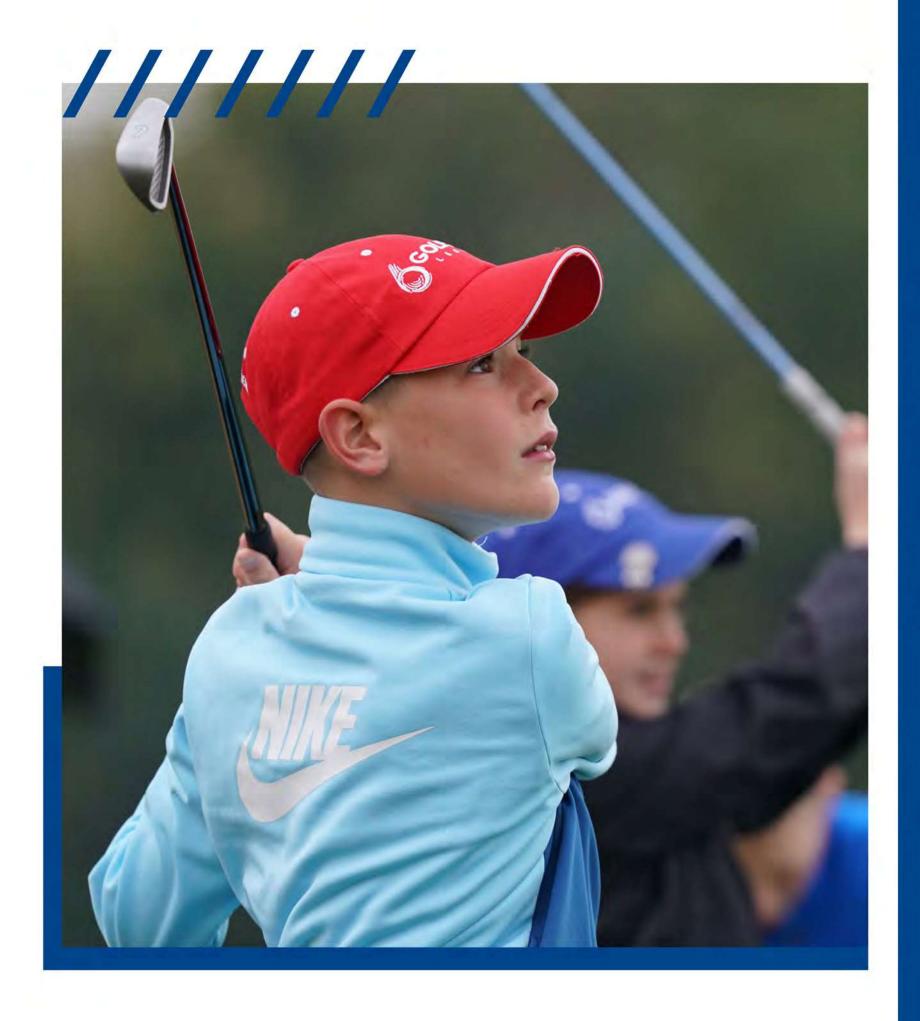
OUR VISION

Making golf Scotland's Game for Everyone.

OUR MISSION

To inspire a nation to love golf in all its forms and contribute to a healthier, inclusive and aspirational Scotland.

OUR PURPOSE

To promote, develop and govern golf for all generations and without barriers.

OUR MISSION

Our mission is to make golf *Scotland's Game for Everyone*, and to inspire a nation to embrace the sport in all its forms, contributing to a healthier Scotland. To support this, Scottish Golf's strategic goals are:

- **Creating sustainable clubs prepared for the future**
- **Growing the game, nurturing talent**
- **Showcasing the game as a welcoming, accessible sport**
- **The enterprising, responsible use of resources**

Scottish Golf works to achieve these goals via the following functions:
- Club Services & Governance
- Corporate Services
- Marketing & Communications
- National Events
- Participation & Development
- Performance & Pathway
- Tech and Digital
- Commercial and Partnerships

OUR
PRIORITIES

- Scottish Golf is a membership organisation committed to the growth and sustainability of Scotland's golf clubs. They underpin the delivery of the game and provide a robust foundation on which it can been developed.

- Scottish Golf is committed to developing and diversifying the game of golf, through reaching new audiences, increasing the number of women and girls participation in golf, and elevating golf on to key local and national agendas by highlighting all the ways the sport can benefit wider society.

- Scottish Golf has also identified an opportunity to grow commercial revenue through strengthening strategic and commercial partnerships.

- The Scottish Golf Charitable Trust now supports the objectives of Scottish Golf and is a new channel through which we can break down barriers into the sport.

THE ROLE

The Marketing and Communications Officer plays a key role in implementing a marketing strategy that will engage with our members and help build new audiences. The post holder will report directly into the Head of Marketing and Communications (HMC). The role will also require some management of our relationships with marketing agencies, golf clubs, Areas & Counties and other golf industry bodies.

The role sits within a team of five, and works collaboratively with all other Scottish Golf departments, meeting their communications requirements in a timely and effective manner, while listening to the membership and responding to their queries.

WHO ARE WE LOOKING FOR?

You have outstanding people skills and you're a collaborator

- You will build and maintain relationships with Scottish Golf membership, partners, stakeholders, committees, volunteers, coaches, and performance players
- You'll work collaboratively and manage some external suppliers such as photographers, videographers, printers and designers
- You'll work in collaboration with the HMC to gather insights on a range of topics including women and girls' experiences in golf, and membership feedback
- You'll collaborate across all departments to ensure communications are timely and engaging

You understand the importance of brand marketing

- You will implement marketing, brand and campaign strategies
- You'll write engaging copy for a range of audiences and adapt your style to each
- You will provide support and guidance across a full range of marketing functions, including: marcomms, design and brand, social media, digital, app, events
- You will promote Scottish Golf's core activity through timely and effective marketing and communications
- You'll act as guardian of the Scottish Golf brand

You're naturally creative

- You will create and send regular communications to golf clubs, golfers and other audiences
- You will seek out engaging content and craft compelling stories and grow the audience for the Scottish Golf fortnightly newsletter and promote the brand
- You'll will jointly manage the social media accounts with other members of the team

You'll get stuck into admin

- You'll process invoice and Purchase Order requests in a timely manner
- You'll be comfortable sourcing costs and quotes from external suppliers

You can exercise good judgement

- You can report on campaigns, and use results to influence future strategy and tactics
- You can commit to keeping up to date with latest marketing insights / best practice and adopt them where relevant
- You can evaluate campaigns and tactics and implement learnings

You'll always try and find a solution

- You will support Scottish Golf's departments and acoommodate their needs into a busy schedule, where possible
- You will be able to manage multiple projects and competing priorities

GENERAL RESPONSIBILITIES

To comply with all legislative requirements and company policies including but not limited to Health & Safety, Child Protection, Equality and confidentiality.

This list of specific and general duties and responsibilities is non-exhaustive and subject to review and change.

THE NEED TO KNOW

As the post involves an element of travel and due to the office location it is essential that applicants hold a full current driving licence.

- A salary reflecting the post holder's experience will be offered. In addition, the post offers a company pension scheme and other benefits.
- The role will require an element of travel with infrequent evening and weekend work, mostly in the summer months (April – September).
- A 1-in-5 weekend on call rota operates within the department to ensure coverage during out of office hours. This time is given back in lieu through organisation's TOIL policy.
- Scottish Golf operates a hybrid working policy, with no more than 2 days a week worked from home.

ABOUT YOU

We look for candidates with proven experience who enjoy a team-based atmosphere. We're seeking people who care passionately about and understand why sport, and therefore golf, is important and have a strong interest in inclusion. People who get stuck in, solve problems creatively and want to build strong relationships with colleagues and external contacts will do well with us.

- 3-5 years' experience in marketing and / or communications
- Excellent copywriting for different audiences (including media releases, social, web content and corporate communications)
- Solid experience in evaluating the impact of campaigns and marketing activity
- Good creative judgement and experience of digital design e.g. Adobe Creative Suite, Canva
- Proofreading skills, with sharp attention to detail

- Experience and comfort with ESPs (e.g. Mailchimp)
- Experience of social media management tools, including reporting and scheduling tools (e.g. Agorapulse)
- Knowledge or experience of membership organisations and their structures
- Knowledge or interest in sport's impact on society and EDI themes within the sector
- Knowledge of golf - however basic - is highly desirable

HOW TO APPLY

This is a full-time, permanent role with a **salary of c. £30,000**. In addition, a pension scheme and other benefits are available.

The closing date for applications is **Sunday 27 April at midnight,** with interviews taking place in the week commencing **5 and/or 12 May.**

To submit your application, please provide a current CV and covering letter. **Your covering letter is an important part of the application.** Please outline how your skills and experience make you a good candidate for the role.

Please email both your CV and covering letter to **recruitment@scottishgolf.org**. For an informal discussion about the position please email recruitment and they will put you in touch with the hiring manager, Francesca Dymond (Head of Marketing & Communications).

![Scottish Golf logo]

Scottish Golf

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