



Job Description

Post Title:	Marketing and Communications Officer (iGolf and iPlay)
Team:	Operations
Responsible to:	Marketing and Communications Manager
Responsible for:	N/A

Purpose:

To deliver the marketing and communication framework for the iGolf and iPlay programmes, with a focus on the subscriber and user growth as part of England Golf's drive to connect and engage with independent golfers.

Working Relationships:**Internal:**

- Marketing and Communications Manager (iGolf & iPlay) – regular communication and meetings as required.
- Marketing and Communications Officer (iGolf & iPlay) – regular communication.
- Head of iGolf/iPlay - regular communication and meetings.
- Communications Director, Digital Communications Manager, Membership Communications Manager, and wider team – as and when required.
- Commercial Manager – to support partner & sponsor activation as appropriate.
- Data and Insight Manager – as required to determine and inform iGolf and iPlay engagement opportunities.

External:

- Partners, sponsors & suppliers - communication as required.
- iGolf Subscribers & iPlay Users – regular digital communication.
- Stakeholders – communication as required.

Main Duties & Key Responsibilities:

- Work with the Marketing and Communications Manager (iGolf & iPlay) to develop and implement a marketing and communications framework to support the overall growth of the iGolf and iPlay Offers and increase independent golfer connectivity with England Golf.
- Support and activate areas within iGolf and iPlay plans to drive new subscribers and support the retention of existing.
- Support relationships with external developers, creative and digital agencies where appropriate to drive growth.
- Deliver iGolf and iPlay digital presence by creating and scheduling content, engaging with audiences, handling queries and collaborating with influencers to grow brand awareness.
- Work with the iGolf and iPlay team to create specific content for our suite of email communications and newsletters and manage distribution using Dotdigital.



- Write and optimise content for the website, digital newsletters, publications and social media. Ensuring consistency in terms of voice, branding, messaging and frequency of posting via digital channels.
- Manage and produce content on the iGolf and iPlay website, ensuring that content is timely and relevant and enhancing its usability, accessibility, and positioning on search engines.
- Assist with the creation of iGolf and iPlay data lists within CRM.
- Regularly analyse iGolf and iPlay website, email, and campaign performance to optimise future iGolf & iPlay activity and drive continuous improvement.

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.

Dimensions/Resources:**Staff:**

- N/A

Financial:

- N/A

Administrative:

- iGolf and iPlay meetings (attendance)
- Communications meetings (attendance)

Location:

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



Person Specification

Post Title: Marketing and Communications Officer
Team: Operations

	ESSENTIAL	DESIRABLE
Attainment:	• GSCE or equivalent in English	• Marketing/communication qualification.
Knowledge:	• Knowledge of the full marketing mix - specifically; product or service marketing & promotion, social networking, PR, email and website communications. • Demonstratable practical experience of product or service marketing & promotion, developing digital, conversion-focused content.	• An understanding of the structure and operation of sport in the UK/England. • Knowledge of the importance of working to the Data Protection Act and GDPR regulations.
Skills:	• Knowledge and experience of email software tools, such as DotDigital. • Experience in managing website content on CMS such as WordPress. • Comprehensive knowledge and use of IT and social media platforms. • Utilising insight to develop appropriate consumer focused content. • Excellent written and spoken communication skills. • Good creative and copywriting skills with attention to detail and accuracy. • Highly organised with the ability to manage and prioritise multiple projects and deliver high-quality work to tight timescales. • Proven application of market analysis to drive a digital marketing & communications framework.	• Understanding of website structure and SEO • Strong presentation skills. • Comprehensive knowledge and experience of website CMS.

Competencies/ Behaviours:	• Self-motivated and dynamic with a 'can do', results driven approach. • Good team player. • Ability to build and maintain strong working relationships with suppliers and colleagues. • Be able to work and remain calm under pressure. • Forward thinking and innovative. • Display and encourage attitudes and behaviours that respect and value diversity and promote equal opportunities.	• The ability to win confidence of senior management.
Relevant Experience:	• Practical experience of developing, implementing and evaluating successful marketing and communication strategies ideally with Business to Business (B2B) and Business to Consumer (B2C) markets. • Experience of managing multiple digital platforms as a promotional tool • Experience of managing multiple social media channels within a business environment specifically demonstrable use of Twitter, LinkedIn, Facebook, Instagram and YouTube. • Planning, forecasting and analysis of campaigns and marketing activity. • Experience of using google analytics and proven track record of this data being implemented for improvements to digital presence. • Driving conversion focused content related to a product or service.	• Experience of Search Engine Optimisation (SEO). • Experience of Pay Per Click (PPC) and display advertising • Experience of operating at a strategic level in the growth and development of a digital marketing function.
Any other requirement:	• Valid driver's licence and/or access to transport as travel may be required. • Prepared to travel and work evenings and weekends on occasion, as necessary.	• Interest in golf.