



## Job Description

<b>Job Title:</b>	Head of Communications & Marketing
<b>Department:</b>	Marketing & Communications
<b>Reporting to:</b>	CEO
<b>Direct Reports:</b>	Content & Communications Officer Communications Editor
<b>Location:</b>	Flexible - we will consider home-based with regular presence at Lilleshall

### Job Purpose

To set and deliver the AGB Marketing and Communication strategy, ensuring effective and impactful stakeholder communications.

The role is integral to making a positive contribution to the development of archery and the delivery of Archery GB's vision of Enriching Lives through Archery and its strategic objectives:

- **Modernise membership, diversify and recruit new members**– creating compelling content which communicates the work of Archery GB, helps members understand the journey they could take through the sport and widens the appeal of archery to a more diverse audience
- **Deliver and sustain Olympic and Paralympic Pathways and Podium successes**– celebrating the success of our athletes and finding innovative ways to inspire participation and raise the profile of the sport
- **Build an empowered and collaborative workforce** – using research and insight to develop communication channels and impactful messaging that connects with our archery communities

### Key Objectives

To retain and grow interest, participation and following in Archery

To openly, effectively and regularly engage with all Archery GB's audiences via appropriate channels and help to improve their quality of experience

To create wider engagement with audiences on the periphery and outside of the sport through content and coverage

To build a culture of collaboration and long-term planning – internally and externally

### Key Activities

The Head of Communications & Marketing will:

1. Assist the Chief Executive and Senior Management Team in developing the organisational strategy, and lead on the marketing and communications strategy through to its implementation and evaluation.
2. Strengthen Archery GB's brand and communication plan to heighten engagement and satisfaction within the archery community, widening appeal to a more diverse audience.

3. Act as main point of contact for all marketing and communications for Archery GB, liaising with the media and key stakeholders.
4. Maximise brand exposure in mainstream and specialist media.
5. Manage the activation of marketing related activity associated with our partnership agreements, fostering positive relationships with our partners.
6. Manage and set the marcomms budget ensuring that available budget is utilised and reported on effectively.
7. Inspire others to use digital communications and innovative approaches to engaging and mobilising audiences, in line with changing digital trends and audience insights.
8. Devise and implement integrated marketing and communications campaigns to a diverse set of stakeholders, identifying opportunities to increase new membership volumes, retain existing members and increase awareness of the sport and fan base.
9. Analyse campaign results ensuring that key lessons are implemented into future activity to maximise campaign performance (test and learn strategy).
10. Manage internal/external communication channels (website, social media, ezines, magazine), ensuring key messages are included. Produce reports on usage and liaise with external agencies and partners to coordinate larger-scale development.
11. As Brand Guardian ensure that all work undertaken personally or by any department within Archery GB is brand compliant and signed off using the internal approval process, where necessary.
12. Foster good working relationships with others to ensure high levels of communication and understanding across staff and volunteers.
13. Manage, engage, develop and support the Marcomms team (including external press officers and agencies), nurturing a culture of teamwork, trust, flexibility and accountability
14. Manage all crisis communication plans and act as key advisor to all departments, proactively managing reputational risk.

### **Key Relationships/Interfaces**

AGB Board, CEO and Senior Management Team (SMT)

All AGB departments – Business Operations, Performance, Participation

Volunteers and contributors

Line management of two staff

External agencies, media and press officers

### **Key Measures**

The success of this role will be measured on:

- Delivery of communications strategy
- Results of the communications research
- Key performance indicators

- Cost/budget controls

#### **Flexibility Clause**

The job holder is required to be flexible in their duties and may be required to undertake other duties and responsibilities as specified by Archery GB

#### **Variation Clause**

This is a description of the job as it is constituted at the date shown. It is the practice of Archery GB to periodically review job descriptions, to update them and to ensure that they remain relevant to how the job is to be performed.

**Last reviewed:** 25/06/2020

Archery GB is the trading name of the Grand National Archery Society,  
a company limited by guarantee no. 1342150 Registered in England.

## PERSON SPECIFICATION

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications &amp; Training</b>	<ul style="list-style-type: none"> <li>• Educated to Graduate level or relevant professional experience in marketing and communications</li> <li>• Evidence of continued professional development and demonstration of continuing willingness to develop own professional skills.</li> <li>• Full clean driving licence</li> </ul>	<ul style="list-style-type: none"> <li>• Degree or equivalent in marketing or communications</li> <li>• Professional qualification or experience in sports marketing.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Expert-level understanding of editorial duties, including copywriting, copy-editing and proofreading.</li> <li>• Experience of promoting online content through SEO and social media.</li> <li>• High proficiency in Microsoft office packages and infographics</li> </ul>	<ul style="list-style-type: none"> <li>• Photography</li> <li>• Design or Adobe Photoshop</li> <li>• Knowledge of a membership organisation</li> <li>• Knowledge of sport and/or archery</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• At least three years working in a senior Marketing/ Communications role</li> <li>• Experience of copywriting and creating content for different channels.</li> <li>• Experience of delivering multiple projects and formulating own working practices.</li> <li>• Knowledge of working within and managing set budgets.</li> <li>• Experience of successfully using CRM systems &amp; strategies, web content management systems and direct marketing platforms.</li> <li>• Experience of managing and mentoring a team and external contributors.</li> <li>• Experience of creating inspiring content to promote participation and create supporter engagement.</li> <li>• Experience of delivering integrated marcomms campaigns, evaluating and reporting on their success.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in a National Governing Body or membership organisation.</li> <li>• Experience of working effectively with athletes and understanding of the demands of elite athletes</li> <li>• Experience of working effectively with volunteers and a recognition of the demands on their time</li> </ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Persuasive communicator with the ability to positively influence clients and colleagues</li> <li>• Trustworthy with high levels of personal and professional integrity.</li> <li>• Must enjoy collaborating with others and brainstorming creative ideas.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Demonstrates attention to detail, diligence and thoroughness with good organisational skills.</li> <li>• Excellent written and verbal communication</li> <li>• Able to quickly build rapport and develop effective working. relationships with a diverse range of people.</li> <li>• Flexible, demonstrating adaptability to a variety of situations, individuals or groups.</li> <li>• Able to understand and appreciate different and opposing perspectives on an issue and adapt approach as the requirements of a situation change.</li> <li>• Ability to remain positive but focused under challenge and change.</li> <li>• Ability to set and work to challenging deadlines, determine priorities and plan activities</li> <li>• Ability to maintain diligence and thoroughness while working in a fast-paced environment.</li> <li>• Excellent team player, but also able to take responsibility and accountability for themselves.</li> <li>• This role requires a flexible approach to work, with significant out of hours, including evenings and weekends to cover key events.</li> </ul>	
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- Role is subject to DBS check

### Our Values

**As one archery community we ...**

<p><b>Strive for excellence</b></p>	<ul style="list-style-type: none"> <li>•Putting our customers at the centre of what we do</li> <li>•Taking responsibility</li> <li>•Looking for improvements</li> <li>•Going the extra mile</li> </ul>
<p><b>Choose to work and learn together</b></p>	<ul style="list-style-type: none"> <li>•Working as one team with shared goals</li> <li>•Sharing skills and expertise</li> <li>•Being open to trying different ways of doing things</li> <li>•Having fun together</li> </ul>
<p><b>Value people for who they are and the contribution they make</b></p>	<ul style="list-style-type: none"> <li>•Celebrating success</li> <li>•Recognising the small stuff</li> <li>•Listening and responding to feedback</li> <li>•Respecting and valuing diversity</li> </ul>
<p><b>Always act with integrity</b></p>	<ul style="list-style-type: none"> <li>•Doing what we say we will do</li> <li>•Providing healthy challenge</li> <li>•Showing honesty and fairness</li> <li>•Doing the right thing at the right time</li> </ul>

 **...to provide the best quality of experience for all**