

JOB DESCRIPTION

Job Title: **Communications and Marketing Officer**

Report to: CEO

Hours: 35 hours weekly on average. The post holder will be required to work additional hours at peak times during the year to meet the needs of Wales Golf

Location: Primary Location will be at Wales Golf headquarters, Newport with fieldwork as required

Role: The post holder will work to ensure Wales Golf presents and projects itself in a clear engaging way to key stakeholders and will manage and improve internal and external communications in line with the Wales Golf strategy.

Main Duties & Key Responsibilities

- Increase awareness and visibility of Golf through clear and engaging messaging around the sport.
- Develop and implement a communications strategy and annual plan.
- Manage internal and external communications ensuring consistent content and branding.
- Develop and deliver effective marketing campaigns to attract new people to the sport.
- To co-ordinate and produce a monthly newsletter.
- Liaise with the Wales Golf Press Consultant and to manage all media relationships, develop and deliver press releases and respond to media enquiries.
- Source pictures and develop engaging videos to use on social media, the website and within presentations.
- Write engaging copy for a diverse audience across multiple channels.
- Use initiative to develop new media opportunities.
- To publicise and assist in the delivery of Wales Golf events.
- To proactively manage and update the Wales Golf website and social media platforms with relevant, accurate and engaging content.
- Increase the engagement with clubs and our members with all the services we offer such as 'outstanding events', 'stronger clubs' and 'winning golfers'.
- Promote our support and education programmes to all to ensure we continue to support and recruit 'great people'
- Support Wales Golf in 'embracing technology' connecting our clubs with new and existing consumers.
- Support all Wales Golf Departments in their roles to activate national programmes.
- To support the senior team with data analysis (where applicable) to help inform future programme development.

- To support our team to create 'stronger clubs' by providing expert advice on how to improve club communications.
- To help form a 'relationship with every golfer', to develop/ source and utilise the tools to achieve this and produce the relevant communications to show added value.
- Ensure athletes, staff, coaches and volunteers have the skills and confidence to deliver appropriate messages during interviews with media.
- Use positive communication to source additional income streams such as sponsorship and fund raising.
- To assist with the promotion of positive internal communication.
- To promote equality and diversity throughout golf in Wales
- Represent Wales Golf at relevant events and meetings.
- Manage and update the Wales Golf Communications database.
- Any other reasonable management requests.

Person Specification

	ESSENTIAL	DESIRABLE
Attainment:	Educated to degree level or equivalent relevant experience Recognised professional qualifications in Public Relations or holds degree in Media or equivalent subject	
Knowledge and Experience:	Experience of working in a communications or public relations role Experience of brand management Experience of using social media platforms in a professional capacity Experience of working under pressure; having to adapt to changing priorities and re-focus work on new priority areas that may require urgent action Ability to work with a range of people both internal and external to the organisation and develop relationships Experience in developing and managing marketing campaigns Website management Able to solve problems within area of work	Knowledge and/or experience of Google Analytics or similar evaluation tools Crisis management experience Experience in developing market research Experience of working at events An understanding of Welsh Golf Sports Development Women & Girls sport
Skills:	IT literate Strong communicator, with excellent written, presentation, verbal and interpersonal skills Flawless attention to detail Excellent organisation skills, ability to prioritise and meet deadlines Video production and photography skills	To communicate in the Welsh language Adobe Creative Cloud skills (e.g. Photoshop and InDesign)
Personal attributes:	Good team player with a verified track record of working as part of a team Highly approachable 'people orientated person' with the ability to communicate with individuals at all levels Manages conflict in a professional and positive manner Customer focused	

	Encourage and display attitudes and behaviors that respect and value diversity and promote equal opportunities	
Any other requirements:	Valid driver's license Willingness to work flexible hours	