



England Golf invite applications for the position of;

## **Press Officer**

**Competitive salary plus benefits**

**+ Pension, 33 days annual leave (includes bank holidays and company days)**

We are looking for a Press Officer to join our busy Marketing and Communications team who will act as the main point of contact for all press and media. You'll support our Marketing and Communications Director in covering England Golf activity and engaging journalists and producers around our key campaigns.

We need someone who can copywrite and edit corporate publications in our tone of voice and produce scripts and speeches, when required. You'll manage all media relations and press enquiries and be the trusted first point of contact for all external media enquiries. You will also cover press and social media for our England Teams' performances and day-by-day coverage of play at our championships.

If you can demonstrate:

- exceptional copywriting and news writing skills with excellent attention to detail and accuracy
- the ability to be both proactive and reactive in media situations
- prior experience of writing accurate, engaging, high quality PR material
- experience of working in a press or PR capacity
- knowledge and experience of PR and email software platforms
- experience of utilising social media channels for PR
- the ability to build strong relationships with journalists
- a good working knowledge of, and passion for, golf

We'd love to meet you!

The post is full-time (Monday – Friday 9.00am to 5.00pm core hours) however, you will need to be prepared to travel and work evenings and weekends on occasion, as necessary. The position is based at England Golf Headquarters, The National Golf Centre, The Broadway, Woodhall Spa, Lincolnshire, LN10 6PU. We value being Honest, Inclusive, Responsible, Excellent and Supportive.

For further information please visit our website [www.Englandgolf.org/jobs](http://www.Englandgolf.org/jobs), and to apply, please complete and return the application form and equal opportunities monitoring form (no C.V.'s please) for the attention of Human Resources on [hr@Englandgolf.org](mailto:hr@Englandgolf.org).

Closing date for applications: **Wednesday 17<sup>th</sup> July 2019 at 11:00am**  
Late applications will not be accepted

Interviews take place: **29<sup>th</sup> July 2019 at Woodhall Spa, Lincolnshire**

**England Golf is an equal opportunities employer and disability confident committed.**



## Job Description

<b>Post Title:</b>	Press Officer
<b>Grade:</b>	4
<b>Department:</b>	Marketing & Communications
<b>Responsible to:</b>	Marketing & Communications Director
<b>Responsible for:</b>	N/A

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### Purpose:

To act as England Golf's main point of contact for all press and media and act as the official representative of England Golf. To support the Marketing & Communications Director in engaging journalists and producers in covering England Golf activity in the relevant media. To copywrite and edit corporate publications with the appropriate tone of voice and write scripts and speeches. To support the strategy and implementation of our corporate communications calendar.

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### Working Relationships:

#### Internal:

- Marketing & Communications Director – monthly meetings and regular communication
- Chief Executive – as and when required.
- Head of Legal – as and when required.
- Heads of Department – Regular meetings with department managers to agree online communication and collateral requirements
- Staff – Marketing Team, and other department senior managers as required to deliver online communication and collateral requirements and provide relevant training.

#### External:

- Media and Press – acts as England Golf main contact
- Publication and PR Partners – at senior executive level to agree editorial and communication requirements
- Media monitoring and press distribution suppliers – acts as England Golf main contact (i.e. Vuelio, NLA etc.)

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### Main Duties & Key Responsibilities:

- To produce copy content as required that can be used for all England Golf channels.
- Manage media relations and press enquiries, being the trusted first point of contact for all external media enquiries.
- Write and distribute press releases via our media software and social media channels in relation to England Golf activity. Day to day management of all press relationships, including media contacts, and monitoring/reporting on media coverage from each publication.
- Liaison with CEO and Head of Legal to manage crisis communications as and when necessary.
- Research and deliver agreed content and final copy for England Golf monthly e-newsletters and other corporate publications.



- In conjunction with the Corporate Marketing & Events Manager ensure that editorial guidelines, including as tone of voice, for all copy are closely followed across all England Golf promotional printed and electronic literature.
- Management of all press media contacts via England Golf's software provider - Vuelio.
- To provide monthly reports and analysis of press and media coverage and engagement and recommend strategies to improve effectiveness.
- To assist the Marketing & Communications Director to implement and develop the England Golf PR and communication plans.
- To support the wider marketing team in updating England Golf websites and social media accounts and the delivery of rights to partners and sponsors as required.
- Represent England Golf on the R&A Communications Group, and on other appropriate groups.
- Liaison with key partners – the R&A, PGA, Golf Foundation, European Tour, Ladies European Tour and other Home Unions as required.
- Researching and writing content for digital campaigns such as Women & Girls Golf Week
- Copywriting, editing and proofing of England Golf publications and stakeholder communications, including web content, document content, case studies, newsletters, Annual Review, ads, Board Papers, stakeholder communications and intranet etc.
- Script writing for important stakeholder presentations
- Responsible for social media reporting and updates on 50+ England Golf Championship events and performances of all England Golf Teams across the season (Monday to Sunday). Attendance at some of these events within England will be required.
- Managing – and on-site supervision as required – of social media coverage, filming and photography requirements at certain England Golf Championship events.

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**Dimensions/Resources:****Staff:**

- N/A

**Financial:**

- Delivery of communications and online activity within agreed project budgets – range can be from £500 to £50k

**Administrative:**

- Attendance and representation of marketing function at agreed England Golf meetings and events

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**Location:**

England Golf Headquarters, Woodhall Spa, Lincolnshire. Some travel may be required, as necessary, to external partner and supplier meetings and events etc. Some travel will be required from May to October to cover England Golf Championship events at locations throughout England.



## Person Specification

**Post Title:** Press Officer  
**Department:** Marketing & PR

	ESSENTIAL	DESIRABLE
Attainment:	<ul style="list-style-type: none"><li>At least five years' experience in a similar press/media role.</li></ul>	<ul style="list-style-type: none"><li>Marketing or Business degree and/or professional qualification (e.g. CIPR related qualification).</li><li>Graduate or equivalent with marketing campaign experience.</li></ul>
Knowledge:	<ul style="list-style-type: none"><li>Comprehensive knowledge of communications, media and PR</li><li>Comprehensive knowledge of social media platforms.</li><li>A working knowledge and passion for golf.</li></ul>	<ul style="list-style-type: none"><li>An understanding of the structure and operation of sport in the UK/England.</li></ul>
Skills:	<ul style="list-style-type: none"><li>Comprehensive knowledge and use of MS Word, Outlook, Excel and MS PowerPoint.</li><li>Excellent written and spoken communication skills.</li><li>Exceptional copywriting and news writing skills with excellent attention to detail and accuracy.</li><li>Highly organised with the ability to manage and prioritise multiple projects and deliver high-quality work to tight timescales.</li><li>Ability to work well within a team as well as independently with minimal supervision</li><li>Understands and responds to developments in social media and is knowledgeable in all relevant platforms.</li><li>Knowledge and experience of website CMS such as Wordpress.</li><li>Knowledge and experience of email software platforms such as Dotdigital.</li></ul>	<ul style="list-style-type: none"><li>Strong presentation skills.</li></ul>



Competencies/ Behaviours:	<ul style="list-style-type: none"><li>• The ability to build and maintain relationships, influence and network with people at all levels.</li><li>• Creative, innovative and flexible</li><li>• Self-motivated and dynamic with a 'can do', results driven approach.</li><li>• Good team player.</li><li>• Be able to work and remain calm under pressure.</li><li>• Forward thinking and innovative.</li><li>• Encourage attitudes and behaviours that respect and value diversity and promote equal opportunities.</li></ul>	<ul style="list-style-type: none"><li>• The ability to win confidence of senior management.</li></ul>
Relevant Experience:	<ul style="list-style-type: none"><li>• Experience of writing accurate, engaging, high quality PR material.</li><li>• Experience of managing crisis communications.</li><li>• Experience of working with in a team as part of a in house or PR agency environment.</li><li>• Experience of working in proactive and reactive media relations</li><li>• Ability to build strong relationships with with journalists</li><li>• Experience of creating engaging social media content.</li><li>• Ability to build strong internal and external stakeholder relationships</li><li>• Proven expertise of using social media as a media/communications tool.</li><li>• Planning, forecasting and analysis of campaigns and marketing activity.</li></ul>	<ul style="list-style-type: none"><li>• Working experience as a journalist</li><li>• Practical media experience, within a sport's governing body or the sports industry.</li><li>• Experience of using email software for integrated marketing campaigns.</li></ul>
Any other requirement:	<ul style="list-style-type: none"><li>• Valid driving licence.</li><li>• Able to travel where necessary.</li><li>• Able to work outside of normal working hours when required.</li></ul>	