



Bowls England  
Riverside House, Milverton Hill,  
Royal Leamington Spa,  
CV32 5HZ  
01926 334 609  
[www.bowlsengland.com](http://www.bowlsengland.com)

**Patron:** Her Majesty Queen Elizabeth II

## **BOWLS ENGLAND – MARKETING OFFICER**

### **Background**

Alright, we know what you're thinking! Didn't Barry from EastEnders sing at a bowls event? Who sent me that video of an incredible bowls shot not so long ago? Isn't bowls just slow and boring?

Well, if you've got this far and keen to read on, you must be ready for a new career challenge, be the kind of person who is open-minded to fresh possibilities or, perhaps, you're just one of the 100s of 1000s of people who has already fallen in love with our sport.

Whichever it is, with a new strategy, new leadership and renewed purpose, this is a great time to join our Bowls England team. The effects of Covid-19 meant 2020 was a challenging year, yet it provided a platform for reflection and innovation. Over the last 6 months we have completed a comprehensive programme of research and our ambitious, new strategy will tackle the challenges our sport faces and take advantage of the huge opportunities we have identified.

All roads lead to more people playing the game and to grow we need to change perceptions of bowls, broaden the gateway to our sport, deliver great participant experiences, empower our volunteers and lead with purpose. Our people are integral to this mission and we need to ensure we have the capacity and capability to succeed, hence we're on the hunt for some talented and resilient new team members.

So, back to those questions of yours –

1. Yep, it really did happen!
2. Dunno, but whoever sent it knows their sport. To save you hunting through your messages, here it is <https://www.youtube.com/watch?v=e4ohG2I0NA8>
3. Unsurprisingly, we don't think so. We'd choose words like mesmerizing, sociable, doable and vitalizing. If your application is successful, you'll find out for yourself.

### **About Bowls England**

We are the National Governing Body for lawn bowls, the form of the sport which is played at the Commonwealth Games. Over 100,000 people play bowls regularly within the 2000 bowls clubs nationwide.

Our dream is for everybody to imagine the joy and benefit of playing sport and we believe the inherent qualities of bowls are well-placed to make that happen. Our mission is to promote and develop the sport of bowls across England so it enriches the lives of its participants, connects communities and is in good health for future generations.

In the vanguard of that mission are 9, soon to be 12, members of the Bowls England staff team, overseen by a knowledgeable board of directors and supported by an army of spirited volunteers. We live and breathe our values, appreciate these qualities in others and look for these characteristics in new members of the team. If you're collaborative, adaptable, responsible and encouraging, you'll definitely fit in.

**VAT No: 926 4696 86**

**Registration No: 06297656 (England & Wales) Limited by Guarantee**

**Registered Company Address: Bowls England, Riverside House, Milverton Hill, Royal Leamington Spa, CV32 5HZ**



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## Role Description

**Role:** Marketing Officer

**Reporting into:** Head of Communications

## Key Responsibilities

This is a fantastic role if you enjoy building brands and delivering impactful marketing campaigns. Should you be successful, you will -

- Own and police our brand guidelines and values ensuring a consistent presentation and brand-led decision-making and activity.
- Lead and co-ordinate the organisation's creative design work digesting and understanding briefs, and providing an effective design and print service to other business functions.
- Develop and execute integrated marketing campaigns to deliver target sales, participation numbers or other agreed outcomes.
- Manage, maximize and grow the organisation's database creating a single customer view with accurate, secure records, which can be segmented and effectively communicated to.
- Work with the Events and Competitions Officer, to manage the pre and post-event customer experience including, but not limited to, the ticketing journey, pre-event communications and post-event survey.
- Manage the organisation's retail function including maximizing the online store and event retail operation.
- Promote and co-ordinate the brand activation activity at the organisation's major events.
- Lead the organisation's insight work delivering an annual programme of research and providing recommendations.
- Build and deliver relationship marketing partnerships to engage and monetize new audiences.
- Support the delivery of the organisation's communications plan and help ensure communications platforms are vibrant and engaging.

## Person Specification – Experience

During the application process, we hope you'll evidence -

- Previous experience working within a marketing team ideally, but not necessarily, within the sports industry. A CIM or similar marketing qualification would be beneficial.
- An excellent understanding of the marketing mix and a proven track record of building and managing brand-led, results-driven marketing campaigns.
- Strong experience working with CRM systems and data, optimizing digital and social platforms to heighten customer engagement and drive behaviour change.
- Experience of developing new products and delivering commercial growth through online platforms, ideally in the ticketing or retail space.
- Experience of delivering, analysing and leveraging customer insight programmes.

## Person Specification – Skills and Behaviours

Whilst also demonstrating you are -

- A good communicator able to develop highly engaging marketing materials and content, some experience of graphic design would be helpful.
- Able to understand and analyse customers and find creative solutions to satisfying their needs.
- Opportunistic and result-focussed with an insatiable desire to deliver against agreed targets.
- Up for a challenge and have a positive, energizing, can-do attitude.
- A committed team player with an appetite for continuous improvement.

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## Role Details

The position commands a starting salary of circa £23,000 p.a. plus benefits. We operate a discretionary, performance-related bonus scheme.

This is a full-time role based at our Head Office in Royal Leamington Spa. Recent events have helped us embrace more flexible working.

## Equal Opportunities Statement

Bowls England is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We oppose any form of unlawful and unfair discrimination and make recruitment decisions based solely on qualifications, merit, and business needs at the time.

## Our values

To achieve our mission, we will be –

**Collaborative** - we believe that together we can achieve more. We share perspectives, seek out common goals and perform tasks with a mind-set of respect, trust and co-operation. We appreciate the varied contributions of those around us and are prepared to challenge those who do not have the wider interest of the sport at heart.

**Adaptable** - we will strive to be relevant in the ever-changing environment in which we live. We will be open-eyed and open-minded to the opportunities ahead of us, we will listen to others and we will display a can-do attitude. Whilst we remain steadfast in our purpose, we recognize the importance of being flexible in our approach.

**Responsible** - as custodians of our sport, we are committed to leaving it in a better place than we found it. We will be focussed in our mission, we will be proactive, we will be accountable for the decisions we make and we will be conscientious in our duties. We learn from our bad days and celebrate our good ones, knowing we will start afresh tomorrow.

**Encouraging** - we will harness the energies of those around us through our friendly, positive yet resilient demeanour. We will enable others to imagine what is possible, empower them to fulfil their potential and support them at times of need. Our words and actions will be motivational and embolden our sport in its future endeavours.

## How to Apply

To apply, please send your CV, together with a covering letter explaining why you are suitability for this role, to Helen [ourfuture@bowlsengland.com](mailto:ourfuture@bowlsengland.com). Please use the job title as the subject. The closing date for applications is Monday 25<sup>th</sup> January and first round interviews will take place virtually during the week commencing 1 February.

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