



## ROLE DESCRIPTION

<b>ROLE TITLE</b>	<b>CHAIR OF MARKETING</b>
<b>REPORTS TO</b>	<b>CLUB CHAIR</b>
<b>DIRECT REPORTS</b>	<b>SPONSORSHIP COMMITTEE, SOCIAL COMMITTEE, SOCIAL MEDIA GROUP</b>
<b>GRADE</b>	<b>VOLUNTARY NON-PAID POSITION</b>

## NATURE AND SCOPE

The Chairman of Marketing is responsible for overseeing and guiding ongoing local community marketing, helping develop the BRFC brand throughout Hampshire and England Rugby, supporting the major functional committee members (e.g. sponsorship, commercial, membership, club house) in external communication activities, and managing a team of volunteers to support advertising and sponsorship programmes for the club, encourage companies to get involved in rugby in exchange for helping them promote their business at our club and ensuring a strong and respected reputation and presence of the club in the wider community

## KEY ACCOUNTABILITIES AND RESPONSIBILITIES

- Develop and oversee the execution of yearlong communications/marketing/social/PR strategy and activity calendar, established with the club committee and in line with BRFC objectives.
- Creation and publication of all online and print marketing material in line with marketing plans.
- Support Sponsorship Committee to approach new potential sponsors and build business cases for possible partners illustrating the potential returns on investment in BRFC.
- Support the Social Committee to advertise and publicise all club events
- Support volunteer members in executing communications strategy
- Liaise with BRFC Community Rugby Coach to ensure consistent branding/message in the community
- Recruit core volunteer members for marketing team to execute on all tasks
- Attend monthly board meetings to report on progress from sponsorship committee, social committee and marketing
- Monitor and report on effectiveness of marketing communications.
- Plan and manage monthly meetings with the marketing team and Chairs of sub-Committees, and follow up with individual members on task progress
- Whenever possible, represent BRFC at networking events and showcases
- Find speaking opportunities for Chairman and Senior Head Coach
- Co-ordinating marketing campaigns with commercial activities
- Ensure consistency and quality of brand management, corporate identity and all external communications from all departments of the club.
- Managing all marketing and advertising for the club
- Co-ordinating marketing campaigns with sales activities.
- Overseeing the clubs marketing budget.
- Manage existing/advertiser relations
- Manage and work closely with all external media, design and PR agencies
- Maintain effective internal communications to ensure that all relevant BRFC functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for club marketing



- Able to demonstrate the highest professional and personal integrity
- Communicate effectively and to present a highly professional image when representing BRFC
- Act as an ambassador for, and promote the best interests of BRFC at all times, including the promotion of the BRFC and RFU Core Values
- Undertake such other duties as maybe required from time to time as are consistent with the responsibilities of the post and the needs of BRFC.

## PERSON SPECIFICATION

### QUALIFICATIONS AND EXPERIENCE

- Current RFU Enhanced DBS disclosure ( or willingness to obtain one)
- Recent and relevant experience of working with, or in sports clubs and preferably in a rugby environment.
- Experience of working with other agencies in business or sport
- Practical involvement in sport (preferably Rugby) as a player, coach or other volunteer
- Ideally some background in a voluntary sport operation – as a professional or volunteer

### SKILLS & PERSONAL ATTRIBUTES

#### **Ideally, you'll need to be:**

- Well organised
- A good communicator
- Passionate about rugby
- Target driven
- Business minded
- A good negotiator
- Efficient and a quick thinker
- Meticulous over detail
- IT literate

### ADDITIONAL INFORMATION

#### **How much time it will take up:**

Minimum 10 hours per week.

#### **What you'll get out of it:**

In managing one of the most vital areas of the club, from income streams to corporate identity, you'll take on a lot of responsibility. You'll meet a wide range of people and get great satisfaction from seeing the reputation and image of the club flourish and the sponsorship deals negotiated by your committee directly benefit the club.

All Role Holders must maintain an appropriate standard of confidentiality. Any disclosures of confidential information (including personal information kept on computer or other media) made unlawfully outside the proper course of duty will be treated as a serious disciplinary offence.

Personal circumstances must allow the candidate to work extended hours on occasion during times of peak activity.



The role description, person specification and responsibilities may be subject to change at the discretion of the BRFC and in accordance with business/organisational developments. Any changes will be communicated to the role holder as appropriate.