

ROLE DESCRIPTION

ROLE TITLE:	County Communication and Marketing Lead
ROLE SUMMARY:	To be a member of the County Management Board, as the lead for communication and marketing, supporting and delivering the strategic vision for the County.
ESTIMATED HOURS:	Up to 2 hours per week plus County and national meetings.
KEY TASKS:	<ul style="list-style-type: none"> ▪ Be a full voting member of the County Management Board and in carrying out duties be at all times responsible to the County Management Board; ▪ Work together with the CMB to produce and deliver the County plan and England Netball vision ▪ Identify volunteers to deliver the objectives of the county for current year including <ul style="list-style-type: none"> ▪ Monitor and deliver the communication and marketing section of the County plan ▪ Ensure that equity, ethics and safeguarding policies and good practice are applied across all communication and marketing activities ▪ Ensure that all marketing is appropriately and correctly branded as guided by England Netball ▪ Oversee the maintenance of the County website and any agreed County social media tools ▪ Access opportunities for publicity across all forms of the media ▪ Promote activities, successes and achievements within the County ▪ Liaise with other sub groups as required regarding communication and marketing related matters ▪ Be an advocate for netball and of the County plan

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
SKILLS	<ul style="list-style-type: none"> • Strong interpersonal skills • Strong communication skills • Excellent IT skills • Team leadership skills • Good political and influencing skills • Excellent facilitation skills • Excellent presentation skills 	<ul style="list-style-type: none"> • Excellent organisational and planning skills • Strong leadership and delegation skills
ABILITIES	<ul style="list-style-type: none"> • Ability to manage a group of volunteers from a variety of 	

	<p>backgrounds</p> <ul style="list-style-type: none"> • Ability to build and maintain effective networks • Ability to be flexible and enthusiastic in order to support the marketing and communication needs of the region • Ability to build and maintain effective networks 	
EXPERIENCE	<ul style="list-style-type: none"> • Experience of developing and implementing communications and marketing strategy and operational plans • Practical experience of the use of Microsoft Office (word essential) 	<ul style="list-style-type: none"> • Experience of utilising social media to share messages
KNOWLEDGE	<ul style="list-style-type: none"> • Knowledge and understanding of the area of netball specific to the TSG 	<ul style="list-style-type: none"> •
ATTRIBUTES	<ul style="list-style-type: none"> • Gives attention to detail • Passion for developing sport • Access to the internet and email 	