

# Job Description

## Marketing Officer

<b>Job Title:</b>	Marketing Officer
<b>Location:</b>	Hybrid - Bisham Abbey National Sports Centre, Buckinghamshire
<b>Salary:</b>	<b>Circa £25k per annum (dependent on experience)</b>
<b>Contract:</b>	Permanent
<b>Responsible to:</b>	Head of Comms, Marketing & Commercial

### Background

England Hockey's mission is to "share the love of hockey and work together to make hockey more visible, relevant and accessible to all". The current focus for the organisation is delivery of its 5 objectives within the 2023-2028 strategic plan which can be found [here](#).

England Hockey is the National Governing Body for the sport of Hockey in England and is responsible for the management and development of the sport from grass roots to elite activities. We:

- Have a **membership** comprising clubs (750+), counties (42), and Areas (8) that affiliate to it. Approximately 160,000 individuals play in the club system, with an estimated 20,000 playing at university/colleges. C.900,000 children play at school. More than 15,000 coaches, umpires and officials are supported / developed.
- Have an **income/expenditure** of average £9m p.a. The Chief Executive is directly responsible for the operational budget but the Board, chaired by the Non-Executive Chair, approves the annual plan and budget.
- **Employ** 75 staff, and contract with approximately 50 part time consultants mostly in the performance and coaching area. Circa 50 volunteers work at national level to run the sport, with thousands more running the great bulk of grass roots hockey.
- **Are currently the 'nominated country' on behalf of Great Britain Hockey** to qualify and prepare the Great Britain squads for the Olympics. The England Hockey Chief Executive, Performance Director and Head Coaches represent Great Britain as well as England Hockey. There is a Great Britain President to chair the Great Britain board which meets three times a year.

### Nature and Scope:

England Hockey is on a journey to transform its commercial and business operations to make sure we continue to grow our game with strong foundations and appeal to our existing as well as our future members and audiences.

Audience engagement, strong communications and creative content is a key part of this strategy in engaging with our members and audiences, raising the profile of the game, and increasing commercial interest in the sport.



We are looking for an experienced marketing officer with strong digital marketing and engagement expertise, and a proven track record of planning, delivering, and evaluating marketing campaigns for a range of audiences. The marketing officer will support the team to deliver our marketing strategy and improve the way we engage with our audiences.

## **KEY TASKS AND RESPONSIBILITIES**

- Develop, launch, and manage new competitions and campaigns that promote England Hockey, and Great Britain Hockey, its brands and partners
- Develop and deliver marketing campaigns to drive ticket sales for England and GB events, as well as England Hockey domestic event.
- Develop and lead the retail marketing activity for England Hockey Store and its partners including The Hockey Centre and Mizuno.
- Monitor, track, analyse and report on campaign and community performance using tools such as Google Analytics, Sprout Social and other insights
- Building a thorough understanding and knowledge of England Hockey key audiences to be able to advise on the best strategies for engaging them with key campaigns and initiatives
- Use insights and data to drive continuous optimisation across communications, measuring performance and reporting to key stakeholders
- Executing emails as part of a campaign tactic, from designing and building emails through to audience selection, campaign testing and deployment, ensuring attention to detail and quality controls are always in place.
- Monitor day to day marketing activities in line with plans, to ensure they are delivered on time and on budget
- Write inspiring, engaging and creative copy that engages key audiences
- Effectively present and secure approvals on marketing plans from key stakeholders
- Developing and managing the England Hockey newsletter email plans, planning relevant and timely campaigns in line with wider marketing, digital content, and commercial partner plans.
- Tender, brief and liaise with agencies and suppliers as necessary
- Developing and executing marketing plans for grassroots participation programmes to drive registrations, engagement, and retention
- Supporting the wider marketing team to deliver growth for event sales, player registrations, grassroots participation, school memberships and more.
- Manage challenging projects, dealing with difficulties in a tactful and sensitive manner
- Write inspiring, engaging and creative copy
- Ensure that the England Hockey brand is correctly and consistently represented and reinforced across all internal and external channels
- Management of marketing interns, administrators and work experience candidates as required.

## **PERSON SPECIFICATION**

We are a values-based organisation with a strong ethos to work with integrity and nurture an environment of inclusion. We are looking for enthusiastic, inspirational, and highly skilled individuals who demonstrate through their behaviour the values of England Hockey:

- Collaborate inclusively
- Care for people and places
- Play with spirit, win with grace
- Resilient in everything we do

## **Qualifications and Experience**

- Minimum 3 years' experience working within a marketing and communications role
- Exceptional written and verbal communication skills



- A data driven marketing mindset
- Some experience in creating or managing a campaign journey e.g. onboarding, acquisition, continued engagement journeys.
- Experience with multi-channel campaigns
- Strong experience of the full creative process - briefing, planning, developing, execution and evaluation
- Experience working with Kentico, CMS, CRM and e-marketing systems desirable but not essential
- Researching and analysing audience communications needs and implementing effective engagement strategies.

### Skills and Abilities

- Excellent communication skills, both verbal and written, with very keen attention to detail
- Impeccable organisation and planning skills, with the ability to prioritise and keep projects moving to ensure deadlines are met
- Creative spirit with excellent copywriting skills and an eye for engaging content which supports the marketing challenge
- Expert level skills in Adobe Creative Suite: Photoshop (essential), InDesign (essential), Illustrator (essential), After Effects (desirable but not essential)
- Resilience in overcoming challenges and the ability to anticipate problems and find solutions
- Strong customer service skills with a propensity to look for opportunities to enhance the customer experience
- Excellent IT skills - comfortable with Outlook, MS Teams, PowerPoint, Word, Excel
- A team player with a pro-active and 'can-do' attitude
- A willingness and ability to work unsociable hours

This job description is not intended to be regarded as inclusive or exhaustive and will be amended in the light of the changing needs of the organisation. All employees will be expected to support our major events.

To Apply:	Please submit your CV (maximum 2 pages) with a one page covering letter by email to: Michele Townsend, HR Manager: <a href="mailto:careers@englandhockey.co.uk">careers@englandhockey.co.uk</a> clearly identifying how your skills and experience are relevant to the requirements outlined in the job description.
<b>Closing Date:</b>	17 <sup>th</sup> January 2025
<b>Interview Date:</b>	TBC