

# Job Description

## Marketing & Communications Administrator

<b>Job Title:</b>	Marketing & Communications Administrator
<b>Location:</b>	Hybrid - Bisham Abbey National Sports Centre, Buckinghamshire
<b>Salary:</b>	Circa £21,000 (dependent on experience)
<b>Contract:</b>	Permanent
<b>Responsible to:</b>	Head of Comms, Marketing and 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.



As the Marketing & Communications Administrator, you will assist the marketing, communications and content team with administrative tasks, be responsible for coordinating marketing and content campaigns and managing the organisation briefing process. You will produce presentations for internal and external use, monitor and report on marketing and communications activities, and support with partner engagement.

## **KEY TASKS AND RESPONSIBILITIES**

- Provide the marketing and communications team with excellent administration support to help implement creative strategies.
- Plan and execute marketing campaigns and activities, ensuring alignment with overall marketing strategy.
- Maintain and update marketing databases and customer relationship management (CRM) systems.
- Undertake research, including prospective partners, to identify trends and opportunities for growth.
- Track and analyse marketing performance metrics to measure the effectiveness of campaigns.
- Create and edit marketing materials, including event presentations, credits, and exhibitor portals including insurance material for external parties.
- Support the creation of engaging marketing content, print and digital collateral.
- Track marketing activities and report on their outcomes.
- Undertake other general administration for the team including processing invoices, bookings and arranging meetings, etc
- Assisting with creative briefings to the external designers and agencies
- Coordinate the creative briefing process for England Hockey ensuring the smooth running of the process and administration
- Update the communications planner and other organisational tools
- Assist with draft press releases – seeking amends and securing sign off
- Draft and/or copy edit basic copy for relevant communications as directed.
- Support an asset management system, ensuring that we have permissions for case studies, photographs and other assets

## **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**

- Previous experience working within a marketing and communications team
- Proven administration experience, including planning and prioritising own time effectively
- Creative and engaging copywriting skills
- Experience and understanding of the full creative process - briefing, planning, developing, execution and evaluation
- Experience of working with CRM Systems
- Some experience in creating or managing a campaign journey desirable but not essential
- Experience working with Kentico, CMS, CRM and e-marketing systems desirable but not essential
- Demonstrable experience of supporting budgeting and financial procedures



- Experience of gaining an understanding of customers' needs, problem solving and delivering excellent customer service
- A track record of constantly looking for ways to do things better

### Skills and Abilities

- Impeccable organisation skills and the ability to cope with competing priorities, keep projects moving and ensure deadlines are met
- Confident inter-personal skills with the ability to build solid, collaborative relationships with colleagues, stakeholders and customers, maintaining trust and confidence
- Excellent written and spoken communication skills with the ability to absorb and disseminate information in a clear, accurate and understandable way
- Competent IT skills (including Microsoft Office 365, Outlook and Sharepoint)
- Strong customer service skills with a propensity to look for opportunities to enhance the customer experience
- Excellent attention to detail
- Ability to work across multiple projects
- Ability to perform under pressure and work to tight deadlines
- A team player, able to work with a variety of internal teams and from own initiative
- Willingness to work unsociable hours on occasion

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>	16 <sup>th</sup> January 2025
<b>Interview Date:</b>	TBC