

Task Descriptions



Title: Marketing and PR Manager

Job purpose:

- Communicate England Touch's activities and facilities to attract members, funds and other resources.
- Raise the awareness of England Touch throughout the Touch playing and wider sporting community.
- Enhance the reputation of England Touch.
- Create opportunities for sponsorship and partnerships between the sport and other organisations.

Experience: Some background in Marketing or Public Relations, especially within a sporting environment.

Qualifications: n/a

Hours required: 3-5 hours a week

Key dates:

Detail	Key Date(s) for 2016			
NTS/CTS	16 th April	30 th April	23 rd May	23 rd July
DTS	20th February	30th April	15th May	18th June
UTS	6th February	27th February	19th March	16th April
European Championships	6 th – 10 th July (Jersey)			
Junior Touch Championships	12 th – 14 th August (Netherlands)			
Touch Nationals	27 th – 29 th August (Cambridge)			

Reports to: CEO – See Organisational Chart.

Locations: Work from home.

Contract type: 1 year term. Re-appointed yearly at the AGM. (Jan 2016)

Salary: Voluntary role, expenses paid if applicable.

Skills and qualities:

Person specification	E	D
A good working knowledge of PR and Marketing techniques	X	
Good communication skills	X	
Be a strategic thinker and be able to plan ahead		X
Aware of the key agencies and partners that can support our association, and work in partnership with them		X
Computer literate with knowledge of websites and social media	X	
Able to produce high standard written documents (Marketing Plans, Press Releases, Sponsorship Proposals, etc)	X	

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Scope of job/key elements:

Main duties and job accountabilities	Measures and input required
Formulate and develop a Marketing Plan for England Touch.	Focus on promoting the England Touch brand to attract and retain beneficial sponsorships and partnerships for the sport. Explore any funding avenues for the sport.
Promote the England Touch website.	Work with the Website Manager, Social Media Coordinator, and Social Media Developer to increase online traffic to the website.
Raise the profile of England Touch via its social media platforms.	Work with the Social Media Coordinator and Social Media Developer to create a strong England Touch brand on social media and increase its online presence.
Promote England Touch and members events (i.e. NTS, CTS, DTS, UTS, Youth Touch, member tournaments, etc) through a variety of means.	Liaise with various members of the touch community to publicise their events in advance, and follow-up with news stories post-event.
Raise England Touch and the sport's profile through a range of media and press releases etc.	Produce media and press releases as appropriate throughout the year. Ensure these are distributed as widely as possible to raise the profile of ETA and the sport in general.
Lead on the production of England Touch newsletter.	Coordinate a regular newsletter with appropriate news stories, images, updates, etc. Maintain the newsletter subscriptions. Find ways to increase subscriptions to the newsletter.
Work on a sponsorship package from commercial companies, for England teams and whole squads.	Create and develop template sponsorship packages that England teams can use to attract sponsors. Bring on board any assistance required to help with sponsorship.
Provide advice to individuals/teams concerning use of England Touch logos and sponsorship money, etc.	Ensure that the England Touch brand is protected and not misused in any way that dilutes its brand or impacts its reputation. Put in place a clear policy on how sponsorship money can/cannot be used.