

## England Touch Marketing and PR Director

The Marketing and PR role is concerned with communicating England Touch's activities and facilities to attract members, funds and other resources. A key objective of the Marketing and PR role is to raise the awareness of England Touch throughout the Touch playing and wider sporting community, enhance the reputation of England Touch and to create opportunities for sponsorship and partnerships between the sport and other organisations.

## Responsibilities and Duties

Include (but are not limited to) the following:

- To formulate and develop a Marketing Plan for England Touch, focussing on promoting the England Touch brand to attract and retain beneficial sponsorships and partnerships for the sport.
- Co-ordinating the England Touch website and keeping it updated with news, events and images etc.
- Updating social media sites and assisting in producing the newsletter
- Liaising with and promoting England Touch and members events ie. NTS, Youth Touch, member tournaments etc, through a variety of means
- Raising England Touch and the sport's profile through a range of media and press releases etc.

## Next steps:

- Working on a sponsorship package from commercial companies, for teams and whole squads.
- Bringing on board any assistance required to help with the above.
- Providing advice to individuals/teams concerning use of England Touch logos and sponsorship money etc.

## Knowledge and Skills Required

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