

WE ARE RECRUITING MARKETING AND COMMUNICATIONS EXECUTIVE

ABOUT THE GCMA

The Golf Club Managers' Association (GCMA) is the leading UK based organisation in golf club management. We are committed to making a positive difference to the game of golf, through supporting the Professional and Personal Wellbeing of our members. We have an exciting vision for developing the future of Golf Club Management that places our members at the heart of everything that we do. We aim to achieve this by continuing to provide our members with high quality technical and operational guidance and advice whilst delivering a modern range of professional development and educational experiences in a supportive culture that values personal growth and wellbeing.

It's an exciting time to be a part of the GCMA team as we continue to modernise our association and develop the professional and personal services available to our members. In the coming months, the GCMA will launch a brand new advanced education programme and the membership services team will be integral to supporting the roll out of this programme as well as managing the administrative tasks associated.

The GCMA (Golf Club Managers Association) are looking to recruit a Marketing and Communications Executive to join our small HQ Team.

Find out more about the role below...




THE ROLE

The Marketing and Communications Executive will play a key role in the day-to-day marketing needs of the association, co-ordinating the associations digital assets and delivering a variety of marketing campaigns. They will also support the promotion of GCMA services and events, providing news and information to GCMA members and building a sense of community amongst the association's membership. The position will be home based with some nationwide travel and a requirement to attend team meetings in Bristol as and when required. The Marketing and Communications Executive will report directly to the Membership Services Manager.

The ideal candidate will have experience of marketing and / or communications and an interest in further developing their skills in this area. Specific knowledge of golf or golf club management are not required but an interest in the area would be desirable.

KEY DELIVERABLES


-  Implement the associations overall marketing strategy in line with the association's strategic objectives
-  Build and maintain the GCMA's brand and engagement levels across multiple social media channels (LinkedIn, Twitter, Facebook & YouTube)
-  Assist in the design / production of marketing collateral alongside external marketing agencies
-  Monitor and analyse key performance indicators (KPIs) to measure the effectiveness of our marketing efforts.
-  Produce regular engagement reports for both the association and its business partners.
-  Deliver monthly and weekly digital member publications in collaboration with external marketing agencies.
-  On-going management of the Associations website and App content
-  Co-ordination of all internal and external communications supported by the Membership Services Manager, Professional Development Manager and Partnerships Manager.
-  Work with the Partnerships Manager to create, collate, and monitor partner asset usage.

-  Support the CEO and wider HQ Team with yearly/biannual member and non-member events.

REQUIRED SKILLS/EXPERIENCE

-  A strong marketing communications skill set.
-  Proficient in the use of suitable marketing and design platforms such as In Design, Adobe or Similar
-  Knowledge of Mailchimp email marketing platform
-  Knowledge of utilising social media platforms for marketing purposes
-  Excellent written and verbal communication – copywriting.
-  Be creative and confident to input new ideas.
-  Meticulous attention to detail with an analytical mind
-  Excellent organisational skills to manage varied workload and meet objectives.

DESIRED SKILLS/EXPERIENCE

-  Interest in golf/ the golf industry
-  Previously worked in the golf or other sporting club industry
-  Qualification in Marketing/Communications

REMUNERATION

LOCATION: HYBRID (REMOTE WORKING/UP TO 1 DAY PER WEEK AT GCMA HQ IN BRISTOL WITH SOME OCCASIONAL BUSINESS TRAVEL)

PACKAGE: £28 - £32K (BASED ON EXPERIENCE)

CONTRACTED HOURS: 40 HOURS PER WEEK

BENEFITS:

- **22 DAYS ANNUAL LEAVE PLUS PUBLIC HOLIDAYS (RISING TO 25 DAYS WITH LENGTH OF SERVICE)**
- **ACCESS TO GCMA MEMBER BENEFITS, PROFESSIONAL DEVELOPMENT, LEARNING AND EDUCATION PROGRAMMES.**

HOW TO APPLY: SEND A SHORT COVERING LETTER AND YOUR CV TO NATALIE MCCOLL (MEMBERSHIP SERVICES MANAGER) - NATALIE@GCMA.ORG.UK

CLOSING DATE: 15TH JULY 2024