Head of Marketing

Type of role: Voluntary

Croquet England is a Charity Incorporated Organisation and the National Governing Body for Croquet in England, working with regional Federations, affiliated clubs and Academies to support the sport at every level - from garden play and local clubs through to national and international competition. Our strategy, 'More Croquet', sets out our ambition: more people, playing more croquet, in more places for fun friendship and competition. We are working towards a future where generations of players enjoy croquet within a fun, passionate, collaborative, accessible and progressive community. Our strategic priorities focus on growing volunteering and participation, growing the diversity of our players and volunteers, and providing them with brilliant experiences.

Purpose of role:

The Head of Marketing will deliver a key role in helping us execute the ambition set out in our 'More Croquet' strategy. They will specifically ensure we have a voluntary team of experts who can draw on their expertise to form part of a team and deliver specific tasks for the benefit of Croquet England. They will work collaboratively to develop and deliver a marketing strategy and ensure their team connects strongly with other parts of Croquet England.

Role description:

Responsibilities

- To champion the Vision, Mission, values and 'One Croquet' philosophy developed by Croquet England.
- To live the values of Croquet England – Fun, Passionate, Accessible, Collaborative and Progressive.
- To attend Executive team meetings.
- To develop the Croquet England marketing strategy aligned to 'More Croquet' and our 'One Croquet' philosophy.
- To identify and lead a volunteer marketing team with specific areas of expertise.
- To facilitate working closely with committees, working groups and individuals across Croquet England.
- To give progress reports to the Executive in advance of Executive team meetings.

Key Tasks

- To recruit and oversee a team with marketing, communication, PR or digital expertise who are willing to support with specific projects.
- To update Croquet England's marketing strategy and implement our action plans in line with our 'More Croquet' strategy.
- To work with the Executive team and our committees to identify specific marketing opportunities and prioritise delivery.
- To support the implementation of a new internal and external communication plan supporting our 'One Croquet' philosophy.

Time Commitment

Croquet England understands that this is a voluntary role. The post holder and Croquet England will achieve more from the role dependent on the time able to be contributed.

Executive Meetings per year - 6

Days outside of Executive team meetings - 12 days (estimate)

How to apply:

If you would like to apply for the role of Head of Marketing, please send a 1-page letter describing how your skills and experience make you suitable for the role to Paul Brown – paul.brown@croquetengland.org.uk by 5pm on the 16th August.