



MARKETING AND COMMUNICATIONS MANAGER

Information Pack

Bath Rugby Foundation

The story so far

Bath Rugby Foundation is the charitable arm of Bath Rugby Club set up to empower young people in Bath and surrounding areas to succeed. We use the values of rugby to inspire young people to create a better future for themselves. Our focus is on improving Health, Education, Employability and Inclusion in the West Country.

The problem

Bath is a city famed for its Roman baths, impressive Georgian architecture, Jane Austen - and of course its rugby club. But behind the Georgian façade lies a different story. 20% of children in Bath are living in poverty.

One area of Bath, Twerton West, is in the top 10% most deprived areas in the country. A matter of miles down the road, Bear Flats is in the top 10% least deprived. All the while, the gap between the two is widening. The poor are getting poorer, and the rich are getting richer. A baby born in the most deprived area of B&NES can expect to live 9.3 years less than one born in a more affluent neighbourhood. Whiteway is within the bottom 1% in the country in its provision of education and training for children and young people. The problem is clear.

And that's why Bath Rugby Foundation has created a host of programmes that ensure every young person, no matter their background, is given the tools they need to succeed – to create a better future for themselves.

Our programmes

Our programmes are geared towards addressing four key areas of need in B&NES, Wiltshire and Somerset: Health, Education, Employability and Inclusion. Each programme is tailored to use sport to build confidence, and empower participants to live successful, happy and healthy lives. Our coaches are not just sports coaches, they are mentors. They give dedicated support to motivate, raise self-esteem, increase confidence and improve life skills. Each session combines physical activity with education sessions to change the lives of the most vulnerable members of our community.

Bath Family

Bath Rugby Foundation was formed by Bath Rugby Club, out of its desire to give back to the community. The Foundation is financially independent and separately governed, but we work closely together to create a legacy, and a lasting positive change in the community. Whether its Bath Rugby players helping out at sessions, or the Club creating a charity shirt in aid of the Foundation, every year we work together to get staff and players involved with the community, and to raise vital funds to allow the Foundation to continue.

More information about the charity can be found at www.bathrugbyfoundation.com.

Job Description

Title: Marketing and Communications Manager

Reports to: CEO

Full Time: 37.5 hours per week

Salary: c £30,000 DOE

Job Summary:

The Marketing and Communications Manager is responsible for both the management of the Foundation's day-to-day communications and marketing activities, and for end-to-end project management of one-off initiatives or campaigns that support our ambitious growth objectives. The role will report to the Chief Executive.

The primary task is to promote awareness and build understanding of the Foundation and its model among their key target audiences. These include funders, service delivery partners, the local community, policymakers, the Press, Bath Rugby Club and others operating in the health and social enterprise sectors.

About You:

You will have a successful track record of working in communications and marketing. This will include experience of planning and generating high quality content of all kinds; designing and implementing campaigns; web maintenance or redevelopment; positioning and brand management; and social media. You will also have experience of managing design agencies and suppliers.

In addition, you will have excellent writing skills, great organisational and project management capabilities, and a natural flair for building relationships with the Foundation's internal team, Bath Rugby Club, and the Foundation's external audiences and stakeholders.

Key specific responsibilities:

- Setting the Marketing and Communications strategy and managing the Marketing budget
- Marketing all Foundation programmes to recruit participants, attract potential funders and celebrate success.
- Managing the Foundation's digital estate, including website and all social media channels.
- Executing effective PR campaigns to local and national media.
- Managing external agencies to achieve the Foundation's aims.
- Supporting the Fundraising team with promotion to boost the Foundation's income.
- Acting as brand guardian and thinking about brand identity and strategy.
- Supporting the team to create Case Studies for use in promotional materials.
- Creating and coordinating the production of the annual review.
- Ensuring highly effective communication with the Foundation's partners both internal, within Bath Rugby Club, and external.
- Keeping up to date with emerging policies, health, education, inclusion and employability initiatives which might impact on the Foundation's communications.

Person Specification

The candidate should have experience of managing digital projects as well as experience of managing multiple social media channels.

Skills and abilities

- A proven strategic thinker experienced in developing multi-channel strategies and managing budgets.
- A track record of creating and running successful marketing campaigns across digital, print, social and PR.
- Experience of managing and developing a website.
- Experience of expanding social media reach on an ongoing basis.
- Experience of launching successful PR campaigns across local and national media.
- Experience of managing external agencies.
- A proven understanding of brand identity and strategy.
- A skilful communicator, as comfortable at board level as speaking with funders, employees and volunteers.
- Experience of working independently and ability to work well under pressure in a complex environment.
- Ability to develop close relationships with key decision makers and influencers.

Attitudes

- A commitment to the culture, ethos and values of the Foundation
- A positive, go getter. Not easily thrown and willing to work hard.
- A team player who works with others to achieve aims.
- Entrepreneurial, able and willing to source and develop new ideas.
- Pragmatic, creative and solution focused

Qualifications

Degree level of education or equivalent.

Terms and Conditions

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| Duration: | Permanent position |
| Salary: | c £30,000 DOE |
| Pension: | A pension contribution matched by the employer. |
| Holidays: | 25 working days plus bank holidays |
| Hours of work: | Flexible full time appointment, c37.5hrs. |
| Probation: | There will be a three month probationary period. |
| Notice Period: | Two calendar months on either side, after a satisfactory three month probationary period. During probation, notice will be one week on either side. |

Recruitment Process

Please apply by sending your CV and covering letter to FoundationJobs@bathrugby.com.

Applications close on the 11th October 2017 but we reserve the right to close applications early if we receive a high volume of quality applicants. If you are not invited for interview by Monday October 16 you should assume your application has been unsuccessful.