

Job Pack

Marketing and Communications Executive

2023

RYA
NORTHERN
IRELAND



Introduction

RYA NI are the national governing body for Sailing, Windsurfing, and Powerboating at all levels across Northern Ireland.

We launched our exciting new 'Navigating the Future' strategy in March 2023 with a clear focus on improving the diversity of those involved, re-imagining the pathways in the sport, as well as supporting our talented athletes and inspiring more people to give their time back to the sport. Through living by the organisations values, we strive to foster a culture of inclusivity, collaboration, and mutual support, so that all members of the sailing and boating community feel welcome, empowered, and inspired to pursue their passions and aspirations. Together with the sailing and boating community and trusted partners, we are working hard to build a sport that celebrates diversity and embodies the spirit of adventure and exploration that makes life on the water so fun and exciting.

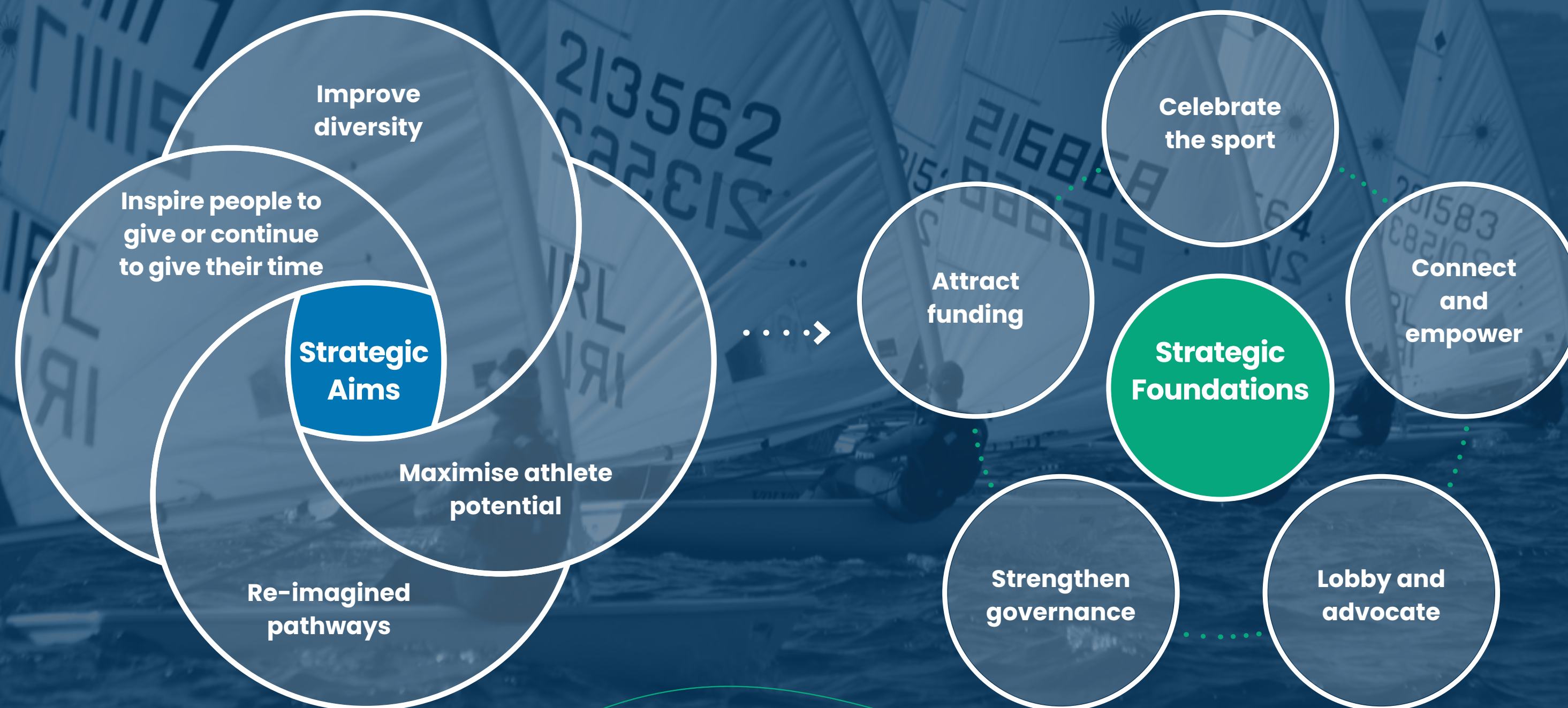
What's it like to work at RYA NI?

This is an exciting time to join RYA Northern Ireland. The organisation has recently launched its new strategic plan, 'Navigating the Future', setting out four strategic aims with five underpinning strategic pillars. You will join a team of six staff members who are passionate, caring and proud of the work that they do, inspired by those making the sport happen daily in their communities.

As a team we are brave and ambitious and always open to test new approaches to help find solutions. We like to be visible and get out and about to events and clubs, so we see and hear about the inspirational stories, and the challenges that exist for the sport to develop.

Navigating the Future

The five year strategic plan for sailing, windsurfing and boating in Northern Ireland.



Our Vision

An active community working together on or around the water, where everyone has a place.

Our Mission

Supporting communities to create fun and inclusive environments, empowering individuals to develop and succeed through their chosen pathways, all while fostering a love of being on or around the water.

Our values



**Approachable
& supportive**



Visible



**Brave and
adventurous**



Transparent



**Passionate
and proud**



**Embracing
equality**

Role overview

Job title

Marketing and Communications Executive

Reports to

Chief Executive Officer

Term

Flexible (Full time or 28 hours or upwards), permanent

Location

Hybrid role, with attendance at office in Sketrick House, Jubilee Rd, Newtownards, BT23 4YH

Salary

£24-£28k dependent on experience

Job purpose

This role blends great storytelling with a drive for inspiring people to follow, get involved and/or progress in the sport.

Supporting the delivery of the RYA NI 'Navigating the Future' strategy, you will take a lead role in achieving the medium and long-term goals set out as part of RYA NI's strategic aim of 'Celebrate the sport'.

The Marketing and Communications Executive will support RYA Northern Ireland in developing clear campaign and marketing messages that enable us to diversify the organisation's funding.

They will also help to attract new participants and retain existing participants and volunteers.

Job specific responsibilities

- 1 Support the delivery of the RYA NI 'Navigating the Future' strategy, taking a lead role in the delivery of the medium and long-term goals set out for our 'Celebrate the Sport' strategic foundation.
- 2 Development and implementation of a Marketing and Communications plan that can support the delivery of the 'Navigating the Future' strategy.
- 3 Creation of income generating communications and marketing campaigns for fundraising initiatives.
- 4 Use a range of online systems and platforms to communicate campaign and marketing messages.
- 5 Oversee the planning and delivery of the organisation's wider communications activity, including all email and social media communications, website and newsletters.
- 6 Pro-actively identify opportunities in national, local and specialist media to tell the stories of the people and places involved in the sport, generating profile and awareness of the organisations vision and aims.
- 7 Sourcing good news stories and letting our stakeholders, local and specialist media and the sailing and boating community know about it.
- 8 Monitor and evaluate the impact of all marketing and communications campaign activity.
- 9 Support and lead on aspects of event organisation and delivery.
- 10 Work closely with team members to gather insight and data that enables us to better understand our audiences and tell the stories of the people involved in the sport.

General Responsibilities

- 1 **Manage budgets** as required in accordance with RYA NI's financial policies and procedures.
- 2 **Prepare reports and presentations** as necessary relating to the post.
- 3 **To carry out any other duties** that, from time to time, may reasonably be undertaken in the pursuit of the overall objectives of the post.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation.

The nature of the role requires the postholder to work in the evenings or at weekends on occasions.

Skills, experiences or behaviours

Essential

- A minimum of a years experience in a marketing or communications role.
- Able to bring the stories of people and places to life with experience of writing compelling, engaging and creative copy for websites, social media and press releases.
- Experience of interviewing people for case studies and transforming this into content for multiple channels.
- A natural organiser, who is self-motivated, with the ability to work on own initiative and lead and motivate others.
- Experience of editing blogs, web stories, case studies to ensure consistent brand, tone and messaging.
- Experience of creating reports and collecting data and insight.
- Passionate about getting more people to become or stay physically active and the benefits of being on or around the water.
- Brave and adventurous, with a willingness to test new ideas and ways of working.
- Approachable and supportive, to enable collaborative working with volunteers and other team members.

Skills, experiences or behaviours

Desirable

- Knowledgeable about sailing and boating and/or sports development.
- Experienced in collecting data and insight that helps us understand a participant journey.
- Experienced in developing engagement activity and campaign messaging for fundraising and income generation purposes.
- Experienced in developing or supporting the development of a marketing and communications plan.



How to apply

To apply please send your CV with a supporting statement by Monday 16th October at 9am.

Please outline how you meet the person specification set out (no longer than two pages) and send to **gayle.logan@rya.org.uk**

Questions?

If you have any questions or would like an informal conversation about the role, please contact:

Greg Yarnall, CEO

greg.yarnall@rya.org.uk or 07795466624.

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RYA

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IRELAND**

www.ryani.org.uk