



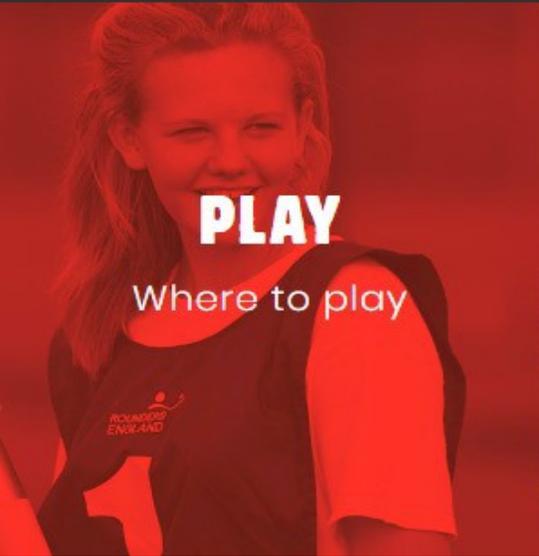
# **ROUNDERS ENGLAND DIGITAL MARKETING ASSISTANT CANDIDATE PACK 2021**





## CANDIDATE PACK 2021

<b>Organisation</b>	Rounders England
<b>Location of work</b>	Home working / Rounders England site as agreed
<b>Type of Contract</b>	Part Time, Permanent (subject to funding)
<b>Hours of Work</b>	18.5 hours per week, flexible
<b>Salary</b>	£18,000 pro rata
<b>Closing Date</b>	mid-day Monday 11 <sup>th</sup> October 2021



## PLAY

Where to play



## LEARN

Be part of the sport



## JOIN

Members' Club

### About Rounders England

**Rounders England is a non-profit sport's national governing body (NGB) in England.**

Rounders England provide a structure for the sport from the Board, local deliverers and teams right through to individual members and volunteers.

We are responsible for the management and training of the England Squads and work alongside other home national governing bodies to provide competition opportunities.

Rounders England co-ordinates a development network that provides a pathway and opportunities for aspiring players to progress to whatever level of play is right for them. In addition, we provide information about the game, run coaching and umpiring courses, tournaments, sell resources and promote the sport at all levels.

Our mission is simple: Connecting People through Rounders. Our strategy for 2017-2021 'We are all Rounders' - can be found [here](#)

### Our Strategy #weareallrounders

Rounders is a game that embraces all abilities. It's a game that's all about sociability, about connecting with people in a time where screens separate generations and are replacing real and meaningful interactions.

A game of Rounders makes great memories, offering an ideal balance between fun and fitness with great opportunities to make friends, get some exercise and have a good laugh away from the pressures of everyday life.

Although Rounders England continues to deliver great work, it has faced some challenges recently. This includes removal from the list of assessment sports at GCSE/ AS and A-level in 2015 and our subsequent efforts to be reinstated.

### Our History

**Formed by a group of teachers in 1943**

The National Rounders Association was formed by a small group of teachers in 1943, with the primary aim of standardising the rules. The Association continued in an entirely volunteer capacity to develop standardised rules, competitions, adult clubs, and to support school rounders development. In the mid 1970's an England adult team was selected, and matches were played against Wales. In 2005 Sport England recognised and part funded the organisation and this support continues today.

### Our 2017-21 Vision

- Jaw dropping performance and participation
- Powerful allies and partners
- High visibility and profile
- Control of our destiny

## The Rounders England Board

Rounders England have a highly skilled and talented Board which includes expertise from sport, blue chip industries, the education sector and the Rounders community. A wholesale review of Rounders England's strategy and business has been underway during 2021. The Board are committed to creating value for Rounders England and in turn its stakeholders, to raise awareness of the sport and to grow participation. Their collective duty is to work in the interest of Rounders England with a focus on driving engagement, growth and revenue.

## Job Description

The ideal candidate will support the organisation in raising the Brand, participation levels and the profile of rounders and Rounders England using a customer centric approach through digital marketing campaigns, social media and PR strategies.

- Produce engaging, creative, informative and inspiring content through multi-channel marketing designed to increase engagement with our digital customer audience and participant levels.
- Under the guidance and direction of the MCM assemble monthly and quarterly data & analytical reports based on interactions with the Rounders England digital media functions including the Rounders England website, Twitter, Instagram profiles and Facebook page.
- Responsibility for the administration of Rounders England's online presence on the website and social media platforms; ensuring news items are up to date, factual, and released in a schedule agreed with the MCM to capture maximum audience levels.
- Develop relationships with the sports industry media and capitalise on new trends as well as existing digital & social media opportunities in order to grow the Rounders England Brand and maximise engagement with the Rounders England audience effectively. Be able to measure improvement.
- Manage the media contacts database and events calendar and update as necessary.
- Shape audience perceptions by supporting the MCM to produce and distribute relevant external communications, press releases, pr or public statements and digitised messaging as required and in accordance with the accepted style of communication agreed with the MCM.
- As directed by the MCM work with external partners; and our internal Talent, Development, Engagement & Workforce teams to produce associated digitised material and literature to maximise campaign effectiveness.
- Support the MCM in successfully delivering the Rounders England Marketing Strategy. Provide evidence of success at 121/appraisal.

### OUR VALUES

THESE HAVEN'T CHANGED. YOU'LL STILL FIND US:

**FUN**  
**PASSIONATE**  
**ACCOUNTABLE**  
**STRAIGHT TALKING**

YOU'LL ALSO FIND THAT WE STRIVE FOR:

**EXCELLENCE**  
**COLLABORATION**  
**AND A MAJOR FOCUS**  
**ON OUR CUSTOMERS**



## The Person

It is expected that our ideal candidate will be enthusiastic and knowledgeable about current and emerging digital marketing techniques. It is essential that the candidate have good planning, organisational and time management skills; pay attention to detail and be able to meet deadlines. Candidate must be a good team player and able to work effectively on own initiative.

## Experience

- Degree or equivalent (CIM) with evidence of Continuing Professional Development or 2 years work experience in a similar role
- Excellent working knowledge of the main social networking sites and a passion for social media and the web

## Strategic Skills

- Collaborative working
- Good verbal communicator
- Strong presentation skills
- Ability to prioritise
- Creative

## Knowledge

- Knowledge of digital marketing landscape
- Experience using a CMS and writing and editing for the web

## Personal

- Active listener
- Can Do Attitude
- Ability to work within a team and respect the individual values of the people that work within it
- Creative thinker
- Confident decision maker
- Challenges systems and processes and remains open to better ways of working

## How to Apply

If you wish to apply for this position, please supply the following:

- A detailed CV setting out your career history, with responsibilities and achievements.
- A covering letter (max 2 sides) highlighting your suitability for the role and how you meet the person specification. The covering letter is an important part of your application and will be assessed as such.
- Details of two professional referees together with a brief statement of the capacity and over what period of time they have known you. Referees will not be contacted without your prior consent.
- Diversity monitoring form – Your data will be stored separately from your application and will at no time be connected to you or your application.

Send your CV and cover letter to: [julia.rice@roundersengland.co.uk](mailto:julia.rice@roundersengland.co.uk). If you would like to discuss this opportunity further you can speak with Julia Rice on 07837 810 613.

STAGES	DATE
DEADLINE	Monday 20 <sup>th</sup> September
INTERVIEWS	TBC

## CONTACT INFO