



Links Golf Club, Newmarket

Contact Information:

Name: James Greenall, Communications Chairman
Phone: 07836 714917
Email: communications@linksgolfclub.co.uk
Website: linksgolfclub.co.uk

JOB VACANCY

Communications Secretary

The Links Golf Club, Newmarket, one of the region's leading Golf Clubs, has a vacancy for a part time Communications Secretary to manage our online and offline communication, and increase brand awareness with Members, prospective Members, Guests, Visitors and the Public.

The Role

The Communications Secretary will report to the Communications sub-Committee Chairman. Specific tasks will include but not be limited to:

- advising the Club's Communications Committee on improving the breadth and effectiveness of its Communications and Marketing strategy
- assisting with the definition of targets against which the Communication strategy will be measured
- track performance of marketing and public awareness campaigns
- establish improved branding guidelines for all club communication streams
- using analytic tools from Google and the various Social Media platforms to produce reports for the Club's Communications Committee on the impact of the Club's communications strategies.
- collating and editing Competition results, Event and other News information from information provided by the Club Captains and others, and from social media, creating posts in the relevant News sections of the Club's Website.
- collating a weekly email Newsletter of items curated from the above, in precis form with links to the full reports on the Club's Website, if appropriate.
- producing and issuing a Press Release to the Local Press from the above content with associated images where available.
- managing the content displayed on the digital information screen in the Clubhouse Lounge.
- maintaining the Club's website, updating and improving the information and presentation where necessary
- creating and sending notices to members of Tee Closures for the week via the Club's membership software.
- curating and producing "The Link", a periodical Club eMagazine
- monitor the Club website and social media pages and address clients' queries

- manage use of our online survey tool and gather member and visitor feedback to inform Committee decisions
- join social media groups and professional platforms to discuss industry-related topics
- network with industry experts and potential members and visitors to drive brand awareness

Requirements

- Either proven work experience as a Marketing Communications Specialist or similar role
- or a BSc or other qualification in Marketing, Communications, Public Relations or a relevant field
- Familiarity with B2B and B2C marketing and advertising campaigns
- Hands-on experience with web content management tools, like WordPress
- Proficiency in MS Office
- Knowledge of SEO and Web Analytics Tools such as Google and Twitter Analytics
- Experience with marketing campaigns on social media
- Excellent verbal and written communication skills
- Good presentation skills
- Some knowledge of the sport of golf is desirable but not essential

The Package

- Hours of work: 7 hours per week (364 hours p.a.), flexible but at least 50% on a Monday in order to meet press deadlines.
- Paid Holiday entitlement: 39 hours (28 days pro rata including allowance for Bank Holidays).
- Place of work: This role is ideal for someone wishing to primarily work from home. However, occasional attendance at meetings at the Links Golf Club may be required.
- Remuneration: £12-£15 per hour dependent on qualifications, skills and experience