

## Snowsport England Participation and Insight Group Positions

### Marketing Lead

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#### Participation and Insight Group Marketing Lead Vacancy

Are you:

- Interested in the Snowsport disciplines
- From a marketing background with particular expertise in digital marketing, online and live events and ideally with some design skills
- Interested in insight-led marketing
- An effective communicator with superb influencing skills
- Willing and able to invest time to support Snowsport in England

We are looking for people who are passionate about Snowsport, and can commit their time, energy, and enthusiasm to developing and supporting the sport we all love. We want to attract people from all backgrounds who reflect the values of Snowsport England.

The Participation and Insight Group is a new committee and the Marketing Lead is a crucial role which will bring to the group professional expertise and the skillset and energy to help market Snowsport and the work of Snowsport England to a wider audience.

The Participation and Insight Group's primary aim is to gather insight from the Snowsport community to help grow participation and Snowsport England membership. This will be done through working with the education sector (schools, colleges, universities), youth groups, Snowsport England clubs, facilities, regions, and the existing membership base. Specifically, to:

- Gather insight and data from the Snowsport community to provide evidence for driving change
- Increase awareness of Snowsport
- Grow the sport and expand the diversity and inclusivity of those participating
- Increase satisfaction levels within our clubs, members and volunteers
- Drive increased participation towards wider Snowsport England opportunities such as coaching, talent pathways and membership
- Work with Snowsport England on current organisational priorities
- Gather insight and data from the Snowsport community and provide evidence for driving change

If you are interested in applying for this role please download the role description below, if you would like additional information on the role and the committee please get in touch via email [info@snowsportengland.org.uk](mailto:info@snowsportengland.org.uk)

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Participation and Insight Group Marketing Lead

Responsibilities and Skills required

Role	Responsibility
Marketing Lead	<ul style="list-style-type: none"> <li>• To be the voice of best practice in relation to marketing and insight</li> <li>• To advise on the best methods to market Snowsport and therefore increase participation in and membership of Snowsport England</li> <li>• To support the staff of Snowsport England with elements of the full marketing mix, with particular emphasis on design, digital marketing and events, both online and live</li> </ul>
	Qualities and Skills Required
	<ul style="list-style-type: none"> <li>• Professional marketing experience</li> <li>• Demonstrable experience of increasing participation numbers in a hobby or event</li> <li>• Demonstrable digital marketing experience</li> <li>• Innovative and a problem-solver</li> <li>• Relationship building skills with ability to form meaningful commercial partnerships</li> <li>• Good communication and interpersonal skills</li> <li>• Impartial, with the ability to respect confidences</li> <li>• Approachable and sensitive to the feelings of others</li> <li>• Ability to work well with the Chair</li> <li>• Good timekeeping</li> </ul> <p>Time Commitment: The role of Marketing Lead requires an estimated commitment of 4 hours per month</p>

