

BBL
HEAD OF MARKETING & COMMUNICATIONS
JOB DESCRIPTION & PERSON SPECIFICATION

| | |
|------------------------|---|
| Job Title | Head of Marketing & Communications |
| Salary | Commensurate with experience |
| Working Pattern | Permanent, full-time with some flexibility required |
| Location | Remote but with office access in London and Leicester |

To apply for this opportunity, please send your CV and a cover letter to applications@bbl.org.uk

Closing date – 19th May 2022

PURPOSE OF THE ROLE

The British Basketball League (BBL) has been at the pinnacle of British basketball since its inception in 1987 and represents the highest level of the professional game in the UK. The league has a colourful 30+ year history including great teams, dynasties, memorable moments, and unforgettable players and coaches. Currently there are ten franchises across the UK, spanning Plymouth in the south-west up to Glasgow north of the border. For more information visit www.bbl.org.uk.

Following recent significant external investment, the British Basketball League (BBL) is embarking on an exciting programme of change and growth. We are looking for someone experienced in the development and delivery of market-leading communications programmes to lead the way for one of the most exciting prospects in British sport.

The Head of Marketing & Communications will develop a new strategy and lead the ongoing development and implementation of this strategy, supported by a new centralised team including two others (to be recruited).

Your primary brief will be to use marketing communications to grow and develop the sport, by increasing ticket sales at major events and club games, as well as broadcast views, commercial revenue and wider public awareness.

This is a great opportunity for someone with a real passion for sport and marketing communications who wants to make a name for themselves by helping to take this exciting sport to the next level.

The Basketball League Ltd is an equal opportunities employer and encourage applications from suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age. Our Equal Opportunities and Diversity Policy can be viewed at www.bbl.org.uk/equal-opportunities-and-diversity-policy/

To apply for this opportunity, please send your CV and a cover letter to applications@bbl.org.uk

Closing date – 19th May 2022

MAIN DUTIES & RESPONSIBILITIES

Your responsibilities as Head of Marketing & Communications will include, but not be limited to:

- Ownership and management of all BBL communication channels including our brand campaigns, paid media activity, social media, website, broadcast, publicity and media relations, event literature and direct marketing
- Creating and delivering integrated marketing communications campaigns that will lead to the growth and development of the BBL as a whole including increased mainstream awareness, media profile, ticket and merchandise sales and commercial partnerships
- Supporting the development of a rebrand strategy and leading the roll-out and implementation of the rebrand to all BBL touchpoints
- Development of an annual BBL season marketing campaign toolkit for BBL member clubs, and providing guidance and support to BBL member clubs on communications matters
- Managing the marketing and communications department, and supporting the ongoing professional development of the new communications team
- Overseeing brand and marketing approvals, and brand governance
- Managing the relationship with agencies, including but not limited to the PHA Group (PR Agency) to maximise exposure and coverage and a lead marketing agency TBC
- Driving innovation and creative excellence to deliver market leading activity and genuine return on investment across all channels
- Developing and delivering a marketing communications plans to maximise attendance at the BBL's major events including the BBL Championship (O2, London); BBL Cup (Utilita Arena Birmingham); and BBL Trophy (Emirates Arena, Glasgow).
- Working with mainstream and specialist media across digital and traditional channels, to maximise profile for the BBL and enhance its reputation
- Liaising with and reporting to the Chief Commercial Officer, the BBL board and its member clubs on the central communications strategy and programme delivery, including measurement against agreed KPIs
- Leading on all matters regarding the BBL's external reputation, including crisis management
- Liaising with key stakeholders to deliver persuasive arguments around our messaging
- Creating new ideas and concepts in order to achieve specific marketing communications objectives
- Creating presentations that communicate our key messages and concepts
- Liaising with our broadcast rights and commercial consultants, and supporting their work as required

PERSONAL PROFILE

| ATTRIBUTES | ESSENTIAL | DESIRABLE |
|-------------------------------|---|--|
| SKILLS & ABILITIES | <p>Equally comfortable developing strategy and key messages, and delivering integrated marketing campaigns</p> <p>Confident and effective communicator, including high-quality written and oral skills</p> <p>The ability to cope with several concurrent projects, allied to excellent time management skills</p> <p>Exceptional social media skills including:</p> <ul style="list-style-type: none"> • the use and effective evaluation of paid promotion • strong planning and production <p>Good understanding of broadcast, digital and media opportunities, coupled with demonstrable media relations skills</p> <p>Effective networking skills with the ability to develop contacts</p> <p>Strong copywriter capable of writing in a number of different styles</p> <p>Attention to detail including proofreading and subediting the work of others to deliver accurate, high-quality content</p> | <p>Previous senior communication role experience in another sport where the emphasis has been on growth and audience development.</p> <p>Demonstrable analytical and insight skills, to dissect and understand complex issues and data</p> |

| ATTRIBUTES | ESSENTIAL | DESIRABLE |
|---|--|---|
| <p>EXPERIENCE & KNOWLEDGE</p> | <p>Good knowledge of all social media platforms and wider digital marketing, and a commitment to remain up to date with emerging technologies</p> <p>Previous experience in marketing communications at a management level</p> <p>Previous experience in managing others and a proven track record in getting the best from them</p> <p>Agency management, including retainer / fee management and project delivery</p> | <p>An understanding and appreciation of the BBL</p> <p>Previous experience in sports, event or entertainment related marketing communications</p> <p>Proven track record of successful marketing campaigns for major events</p> <p>Proven results from previous social media campaigns in a related field</p> <p>Previous experience at a senior management level, and reporting to the board</p> <p>Experience in motivating and communicating with internal and external stakeholders</p> |
| <p>PERSONALITY & CHARACTER</p> | <p>Flexible and responsive, with a proactive and positive attitude</p> <p>Plenty of initiative</p> <p>Capable of working independently, or taking a flexible approach when working as part of a team</p> <p>A passion for sport and marketing communications</p> <p>Pride in delivering the highest quality results and making a demonstrable difference to the sport</p> <p>Commitment to continuing professional development and improvement</p> <p>Willing to work flexible/ extended hours where needed</p> <p>Full, clean driving licence</p> | <p>The confidence to explain and sell ideas, while overcoming objections</p> |

| ATTRIBUTES | ESSENTIAL | DESIRABLE |
|------------|-----------|--|
| EDUCATION | | Professional qualifications in PR, marketing or communications are preferred, although consideration will be given to candidates who are qualified by experience |

TERMS

- The position carries a significant workload and in order to succeed you'll require commitment and flexibility. For instance, it's likely you'll have to work extra hours when major events are approaching
- You will be required to attend external meetings with the media, clubs and others
- The majority of our matches take place at weekends and you must be fully committed to work out of hours to supervise match related communications activity, and to travel to matches and events as required