



MARKETING & COMMUNICATIONS LEAD YORKSHIRE NETBALL REGIONAL MANAGEMENT BOARD

INTRODUCTION

Yorkshire Regional Netball Association is one of 9 member organisations of England Netball, and is run by a management board of volunteers. We represent England Netball members in Yorkshire, and work closely with England Netball staff to deliver and develop Netball in Yorkshire.

The Yorkshire Netball Regional Management Board works closely with our 4 County Netball Associations:

- Humberside Netball
- North Yorkshire Netball
- South Yorkshire Netball
- West Yorkshire Netball

We also work closely with Leeds Rhinos Netball, our member leagues, clubs, education institutions and other key stakeholders who share our commitment to delivering great Netball experiences in Yorkshire.

REGIONAL MANAGEMENT BOARD RESPONSIBILITIES

Yorkshire Netball Regional Management Board members are collectively responsible for:

1. Governance of Netball in Yorkshire
 2. Working as One with regional and local England Netball staff
 3. Gathering and sharing regional Insight
 4. Communicating membership benefits
 5. Delivering regional competition
 6. Promotion and recognition of the people who make Netball happen
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7. Working in partnership with our Netball Superleague franchise
8. Strategic development of officiating assessment and mentoring
9. Community communication
10. Ensuring Netball in Yorkshire is inclusive to everyone

WHAT THE ROLE INVOLVES

The purpose of the Marketing and Communications Lead is to lead on work to improve the visibility of Yorkshire Netball and improve our communication to all stakeholders. The Marketing & Communications Lead is responsible for:

- Chairing the Marketing & Communications working group
- Input into the Regional Management Board's regional plan
- Monitoring and delivering the communication and marketing section of the regional plan
- Overseeing the maintenance and development of the regional website, ensuring it is up to date, relevant, and aligns with England Netball's Resonant Voice and Visible Presence sections of England Netball's Adventure Strategy
- Overseeing and tracking success of the regional social media channels
- Liaising with the Regional Officer around social media strategy
- Supporting the Regional Officer with content creation for social media and other engagement initiatives
- Liaising with the Regional Management Board to ensure promotion of activities, successes, and achievements within the region
- Helping to promote the regional ONE Awards (volunteer recognition event), encourage applications and recognise nominees and winners
- Ensuring that equality, ethics, safeguarding policies and good practice are applied across all communication and marketing activities
- Ensuring that all marketing is appropriately and correctly branded as guided by England Netball
- Generating and submitting Marketing & Communication reports for Regional Management Board meetings, ensuring to update on progress made against key KPIs
- Ensuring succession planning is maintained for the Marketing & Communications Lead role
- Being a voting member on the RMB



The Board meets 4 times per year for Regional Management Board meetings, with informal catch-up meetings in between these to keep momentum.

Meetings are a mix of in person where possible, hybrid and more typically online via Zoom. You will need access to email, WhatsApp, phone and Zoom. There is an Annual General Meeting (AGM) annually in January where Board members are elected.

TIME COMMITMENT

The term limit for this role is 4 years, after which the role holder will be eligible for re-election for one further term of 4 years. The maximum term limit is 8 years.

The role will require volunteering approximately 5 to 10 hours per month.

HOW YOU CAN BENEFIT

- The ability to help shape the direction of our sport in Yorkshire, ensuring our members' views are heard and more people of all backgrounds can enjoy Netball across Yorkshire.
- We will value and recognise your contribution as a volunteer, through opportunities to learn, attend events and access support from England Netball
- Reasonable out of pocket expenses will be reimbursed

SKILLS AND KNOWLEDGE NEEDED

- In order to be a volunteer on the Regional Management Board, you will need to be, or be willing to become a member of England Netball.
- Sound understanding and knowledge of Netball
- Able to uphold the regions code of conduct and behave professionally at all times
- Strong interpersonal and communication skills
- Strong leadership and people management skills
- Good IT skills (including Microsoft Word, Excel, PowerPoint and Publisher)



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NETBALL

- Ability to be flexible and work with volunteers from diverse backgrounds to build and maintain effective networks
- Take an interest in and respect the viewpoints of others
- Access to email, WhatsApp and telephone

HOW WE WILL SUPPORT YOU

- You'll be joining a friendly, welcoming and professional team of volunteers who are committed to supporting one another
- You'll be able to volunteer flexibility around work and life commitments
- You'll receive a full induction and be paired with another volunteer mentor
- You will receive guidance, support and resources to help fulfill your role from the Regional Management Board and England Netball

It is not necessary to have previous board/trustee experience as support and training is provided.

We would like to continue to diversify our board and therefore would particularly like to hear from women and men, LGBTQIA+ people, people of colour, younger people, people with disabilities, those who are recognised as neuro-divergent, working-class or from other under-represented groups. If you can bring a new perspective, we would love to hear from you!

ADDITIONAL INFORMATION

Visit the Yorkshire Netball website www.yorkshirenetball.net or contact the Yorkshire Netball Volunteering Lead on volunteering@yorkshirenetball.net for more information and an informal chat about the role.

DATE CREATED OR REVIEWED

JULY 2024