

Marketing and Communications Lead

Yorkshire Netball Regional Management Board



Introduction

Yorkshire Regional Netball Association is one of nine 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 Board works closely with our four County Netball Associations: Humberside Netball, North Yorkshire Netball, South Yorkshire Netball and West Yorkshire Netball.

What The Role Involves

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

- Lead the Communications Working Group
- Input to the Regional Management Board's regional plan.
- Monitor and deliver the communication and marketing section of the regional plan.
- Oversee 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.
- Oversee and track success of the regional social media channels.
- Liaise with the Regional Officer around social media strategy.
- Support the Regional Officer with content creation for social media and other engagement initiatives.
- Liaise with the rest of the RMB to ensure promotion of activities, successes, and achievements within the region.
- Help promote the regional ONE Awards (volunteer recognition event), encourage applications & recognise nominees & winners.
- Ensure that equality, ethics, safeguarding policies and good practice are applied across all communication and marketing activities.
- Ensure that all marketing is appropriately and correctly branded as guided by England Netball.
- Generate and submit Communication reports for RMB meetings, ensuring to update on progress made against key KPIs.
- Ensure succession planning is maintained for the Communications Officer role.
- Be 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 AGM annually in January where Board members are elected. In addition to the main Board business this role involves attending / chairing the Marketing and Communications technical support group.

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- 10 hours per month

What You Will Get Out Of It

- 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 & Publisher)
- 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