

## Track & Field (T&F) Communications & Marketing Role Outline

### Role Overview

To support the Communications and Marketing of the Track and Field Competition Programme as required by the T&F Lead.

### Anticipated Time commitment:

This depends on the competition(s) requiring dedicated Comms and Marketing. For national outdoor and indoor championships this is likely to be in the region of an hour or so a week leading up to and shortly after the competition.

### Responsibilities

- Working closely with the T&F Lead and the Marketing & Communications Lead/Team, develop the Comms campaign for the T&F programme. Ensure this is reflected on all media Channels including the BMAF and other websites, social media and other channels in a planned and systematic manner.
- Provide material for the various comms channels.
- Analyse the effectiveness of any specific media campaigns, reporting to the T&F Lead/ Comms and Marketing Lead and recommend adjustments to the campaign (s) accordingly.
- Use informal networks/communities of people and work with them to amplify the messages. By doing so, seek to increase entries for competitions.
- Gather and analyse athlete feedback following competition in order to ensure we are delivering what our athletes want and strive to continually improve what we do and how we do it.

### Qualifications

- Excellent communication skills – Especially written.
- A good understanding of a range of communication channels and how best to maximise their use.
- A proactive approach in line with an agreed strategy.
- An understanding of T&F athletics is desirable but not essential.
- A passion for the sport is desirable but not essential.