



BRITISH MOTORSPORTS MARSHALS' CLUB LTD.

National Brand and Communications Officer - Role Description

Brand and Communications Officer

The role of a Brand and Communications Coordinator for the British Marshals Motorsport Club (BMMC) is vital for managing the club's public image and ensuring consistent and effective communication across various platforms. This role requires a blend of strategic thinking, media relations, content creation, and brand management, with a strong foundation in communications and public relations.

Key Responsibilities:

Public Relations:

- i) Develop and implement PR strategies to enhance the BMMC's brand image
- ii) Manage all media interactions, including drafting and distributing press releases, arranging interviews, and handling media inquiries.

Brand Management:

- i) Oversee and maintain the club's brand image across all communication channels.
- ii) Ensure consistency in the brand's voice and alignment with its values in all public communications.

Communication:

- i) Craft and execute internal and external communication strategies.
- ii) Produce engaging content for social media platforms, newsletters, press releases, and the BMMC website.
- iii) Ensure that all communications are clear, consistent, and aligned with the club's objectives.

Media Relations:

- i) Build and sustain strong relationships with key media outlets.
- ii) Proactively seek positive media coverage for the club's activities, events, and services.
- iii) Handle any media-related issues promptly and professionally.

Monitoring and Reporting:

- i) Keep track of public perception of the BMMC in media and online platforms.
- ii) Develop strategies to counter any negative publicity or misconceptions.
- iii) Regularly report to the BMMC Board on communication activities, outcomes, and public sentiment.

Support and Coordination:

- i) Coordinate with and provide guidance to regional social media coordinators.
- ii) Ensure that all regional communications are aligned with the club's overall strategy and branding.

Experience and Skills Required:

Professional Experience:

- i) A background in Communications, Journalism, Public Relations, or a related field, with practical experience in a similar role.
- ii) Experience in managing public relations and brand communication in a structured and strategic manner.

Communication Skills:

- i) Exceptional written and verbal communication skills, with the ability to tailor messages for different audiences and platforms.
- ii) Strong storytelling ability to effectively promote the club's activities and brand.

Organizational Abilities:

- i) Outstanding organisational and planning skills to manage multiple tasks and projects simultaneously.
- ii) Ability to work under pressure and meet tight deadlines.

Technical Proficiency:

- i) Proficiency in MS Office and social media platforms.
- ii) Familiarity with project management software and basic video/photo editing skills is an advantage.

Problem-Solving and Adaptability:

- i) Excellent problem-solving skills with the ability to respond quickly and effectively to challenges.
- ii) Ability to adapt to changing circumstances and manage stressful situations calmly.

Volunteering Experience:

- i) Experience as a marshal with several years of volunteering will be highly beneficial, providing insight into the club's culture and the motorsport community.

Stakeholder Management:

- i) The role requires effective management of relationships with stakeholders, including members, media, and regional coordinators.

Reporting and Accountability:

- i) Regularly updating the BMMC Board with insights, strategies, and outcomes related to communication efforts will be critical for maintaining transparency and accountability.

This role is integral to the BMMC's efforts to maintain a strong, positive public image and ensure that all communication efforts are aligned with the club's mission and values.