

## Marketing Officer – Role



The Morris Federation is seeking a proactive and driven Marketing Officer. A voluntary role, working alongside others as a member of the Morris Federation Committee, you will be responsible for developing and implementing marketing strategies to promote our activities, and will be the primary contact for all press and media enquiries. You will be responsible for co-ordinating our social media volunteers to provide a positive online presence, as well as offering guidance to our membership to help them promote themselves and their activities.

As a member of the Committee, you will also have opportunities to network with other like-minded people, including those from other organisations, and get involved with new initiatives. You will work as a team, supporting others on the Committee, and will be able to get involved in our wider activities, have your voice heard, and help shape the future of Morris and related activities.

### PERSON SPECIFICATION

Good communication skills.

Experience of marketing campaigns and content development.

In-depth understanding of digital marketing techniques and platforms.

Experience of monitoring and analysing data, statistics and performance measurements related to marketing activities, including evaluating return on investment and making recommendations for future campaign strategies.

### CONDITIONS

This is a voluntary role, working within a small Committee team. You will be part of a team who support and encourage each other. A period of shadowing for handover is encouraged. You will be working with our current Committee members and co-opted volunteers:

<https://www.morrisfed.org.uk/about/committee/>

The Committee meets 4 times a year, one of which is the day after the AGM, others are currently held virtually. Elected Committee members are expected to attend all Committee meetings. Co-opted Committee members are expected to attend part of the meeting to give an update on their activities. Elected and Co-opted committee members provide written updates for the Annual Reports to the AGM.

Reasonable travel and accommodation expenses are paid in line with the Expenses Policy:

<https://www.morrisfed.org.uk/for-teams/expenses-policy/>

### HOW TO APPLY

Details of how to apply will be found on the AGM web page at: <https://www.morrisfed.org.uk/aggm/>. You will need to complete a Committee Post Nomination Form, be proposed and seconded by a member(\*) and submit the form and a photograph by the deadline stated. \* *The classes of Membership are: Full Group / Junior Group / Full Individual / Associate / Honorary Life.*

### JOB DESCRIPTION

See next page.

## JOB DESCRIPTION

- Responsible to:** Members of the Morris Federation
- Internal Contacts:** MF Committee, co-opted and other volunteers
- External Contacts:** Press and media, Member Contacts, other Morris and Folk Organisations.

### Background Information

The Morris Federation is the largest association of self-governing morris teams in the UK, with around 500 member teams. Its aims are to:

- a) To encourage and promote morris and related activities, for anyone who wants to participate or to spectate, and where all feel safe, welcomed, and respected.
- b) To provide a channel of communication between member sides.
- c) To encourage the improvement of standards of dancing and related activities among its members.

### Summary Job Purpose

The purposes of the role are:

- (i) To be the liaison point for the press and media enquiries.
- (ii) To develop and implement a marketing strategy to promote morris and related activities.
- (iii) To promote our initiatives to gain recognition of those activities.
- (iv) To set guidelines for our social media presence.

### Key Priorities

The key focus of this role will be to make a significant and lasting impact in this area:

- Improve the image of morris and related activities in the media.

### Key Responsibilities

1. Be the contact point for all press and media enquiries.
2. Create a marketing strategy to promote morris and related activities.
3. Analyse digital marketing posts and recommend follow-on actions.
4. Coordinate our social media presence using existing volunteers.
5. Work with the Committee and other volunteers to promote our activities.
6. Work with, and provide guidance to our membership, on how best to promote their activities.

### General Responsibilities

7. Represent the interests of our membership in furthering the aims of the MF, see Officers responsibilities at: <https://www.morrisfed.org.uk/constitution/standingordersofficers/>
8. Attend quarterly committee meetings and our AGM (usually last Sat in Sept) and any EGMs.
9. Support MF initiatives including social media, web content, events, and projects as time allows.
10. Collaborate on materials and guidance for our members.
11. Assist other members of the elected and co-opted committee as required.
12. Maintain good relationships with other morris organisations and our other external contacts.

### Other Opportunities

As a member of a Committee, other opportunities will arise to be involved in MF initiatives and projects as time allows, and as personal interests appeal. These might include:

- Suggesting new initiatives to support our aims.
- Attending our workshops and events, in person and online.
- Representing The Morris Federation at meetings and events including those of the Joint Morris Organisations, Morris Ring, Open Morris, English Folk Dance and Song Society (EFDSS), and other organisations of which the MF is a member.