

# Marketing Team Job Description

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## Job Description

The marketing team will have the skills and attitude to help the committee drive the BFA forward through positive and innovative promotion of BFA flyball. The marketing team will consist of a 'SKILLS BANK' and a 'CORE TEAM'.

The **Skills Bank** will be made of skilled members who are willing to be called upon to help with a specific task or to join a sub team for a specific event e.g. Champs social media team. A regular commitment is not required but sometimes you may be called upon with short notice. From time to time you may be asked to take part in group discussions.

The **Core Team** requires more time commitment. You must have an understanding of the concept of marketing and how it can be developed in line with BFA objectives. Core Team applicants must be able to confidently and adeptly take 'hands on' ownership of a wide range of marketing activities..

- There is no age restriction - Ideally the Core Team will include at least one junior member with many more in the Skills Bank.
- All applicants must have accepted the social media policy and be members of the BFA Members Only group on Facebook.

## Person Specification

- Have a positive attitude about flyball and the BFA.
- Professional attitude when representing the BFA.
- Be a team player.
- Understand how the BFA works.
- Have an understanding of how a committee works.
- Understand when discretion and confidentiality is required and adhere to that.
- Have been an active member of the BFA for at least 12 months (not necessarily running a dog).

## Essential Skills and Experience (must demonstrate at least one of these)

- Journalism /Content writing.
- Research and presentation.
- Photography & Photo Editing.
- Graphic Design (this covers a broad spectrum).
- Social Media set up and management over a range of platforms (Facebook, Twitter, Instagram, etc).
- Video production and Editing.
- Print publication.
- Public Relations and Communications.
- Project management.

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## How to Apply

Your initial application is very important in the selection process. Please read this criteria and how to apply carefully. If you have questions before applying you may post to the thread on BFA members only.

- Your application must be emailed to Rachel Short - [bfacommitteeecretary@gmail.com](mailto:bfacommitteeecretary@gmail.com)
- Include your full name (as on your BFA membership) and your BFA number.
- Your email SUBJECT LINE must clearly state if you are applying for Core team only, Skills Bank only or both:
  - Marketing Team: Both
  - Marketing Team: Core Team
  - Marketing Team: Skills Bank
- Your email should clearly demonstrate the skill(s) you wish to share.
- Your email may include links to your work on the web.
- Your email may include image up to 3 image/publication attachments (consider the size, keep it small).

## GDPR

By submitting an application to join the Core Team and/or Skills Bank you consent to your application details being retained and accessed for the purpose of fulfilling a marketing activity. You have the right to have your data erased at any time by sending a request to the BFA committee secretary (contact details on the website).