

Gymnastics Northern Ireland (GNI) Management Committee Member Role Profile (GNI Marketing and Communications/ Commercial)

Role description & person specification

General

Management Committee Members (MCMs) are required, as members of the GNI Committee, to take responsibility for four key areas:

Strategy

Management Committee Members develop the Strategy for GNI, setting the vision, priorities, objectives and values, and ensuring that they are implemented and challenged. Working with British Gymnastics, Committee Members will ensure that the necessary human and financial resources are in place to meet its objectives.

Performance

Management Committee Members should scrutinise/ monitor their performance against their agreed priorities and objectives and report regularly on progress to the Gymnastics Community in Northern Ireland.

Risk

Management Committee Members should provide leadership of GNI ensuring risks are assessed and managed. Committee Members should satisfy themselves on the integrity of financial information including ensuring the GNI accounts are presented as a true and fair reflection of its financial performance. Financial controls and systems of risk management should be robust, defensible and monitored regularly and rigorously.

People

Management Committee Members should be aware of the interests of all stakeholders and should have a prime role in monitoring the performance and governance of the Technical Committees. The GNI Committee has overall responsibility for the Selection and Appeals sub-committee for regional, national & international representation.

Role specific overview – Marketing and Communications

The overall role of the committee member with responsibility for Marketing and Communications is to raise the profile of GNI and its activities. The role holder should aim to inform all stakeholders of progress against the GNI Strategy and support the committee to develop the GNI brand.

Specific areas of responsibility

- To help raise the profile of GNI
- To devise a communication action plan for GNI
- To build relationships with the media to increase press coverage and promote gymnastics and the work of GNI and its clubs
- To raise the online presence of GNI
- To support the production of promotional material for GNI
- To establish good links with Technical Committees and with clubs to ensure a smooth and prompt communication of promotional items/stories/articles.
- To present reports on progress against marketing and Communications objectives

- To liaise with British Gymnastics to ensure GNI receive timely support when required to give media statements.
- To ensure training needs are provided to the GNI Committee and Technical committees as required.

Qualities and Skills Preferred

- A well organised approach.
- Being creative and imaginative.
- Excellent IT and social media skills
- Excellent communication and interpersonal skills.
- Excellent marketing and presentation skills.
- Good persuasion and negotiating skills, with the ability to motivate others.
- A commitment to positively promoting GNI and all its objectives.

Time Commitment Required

Up to 6 meetings per year and ad-hoc communications where necessary with various stakeholders