



British Dressage Scotland Regional Committee Vacancy Voluntary Marketing Representative

The Scotland region committee is made up of a team of volunteers who work together to organise and promote training opportunities and events to our membership across the region. The committee are key in driving initiatives within the region and steering the direction of British Dressage within Scotland.

The Scotland Region is one of the largest geographical regions within BD and has over 800 paid members and over 2400 associate members sharing a passion for Dressage.

We are seeking an enthusiastic and motivated individual to be active and involved in the marketing and marketing strategy for the region while working with the RDO and all other technical reps on the Regional committee to ensure that participation is maximised across the entire geographical spread of the region. The role also requires supporting the RDO in developing high quality marketing materials for the region including newsletters, posters, banners etc. as well as helping keep regional web pages and social media sites up to date.

Being a member of the Scotland region committee is an excellent way to put something back in to the sport of Dressage whilst broadening your own CV and experience. As part of the committee you will be working within the team to directly influence the direction of BD within Scotland.

Applications open on the 6 December 2017 and close on 12 January 2018. Successful applicants will have an informal discussion regarding your thoughts, ideas and suggestions for the development of the region.

If you are interested in this role please click here download the application form at http://www.britishdressage.co.uk/your_regions/scotland_region and return to Emma Stewart. Please feel free to contact Emma Stewart, Scotland Regional Development Office for further information or if you would like to discuss the role, 07584147258 / emma.stewart@britishdressage.co.uk

Description of the role

The Marketing Representative is a member of the Regional Committee which includes a Chairman and representatives for senior training, coaching, para dressage, marketing and BD Youth. The Regional Committee work closely with the Regional Development Officer (RDO) to develop, support and promote BD activity throughout their region.

Specifically, the Marketing Representative works with the Regional Committee and RDO to offer marketing support to regional activities and communications, under the direction of the Marketing Department and Board of Directors.

He/she will also receive and implement briefs/guidance from the BD Marketing Director and team at head office and will have the opportunity to provide input from their regional perspective back.

The role involves:-

- Supporting the RDO in developing high quality marketing materials for the region including newsletters, posters, banners etc.
- Ensuring regional marketing materials represents the BD brand – you will be BD's brand champion in the region.
- Helping keep regional web pages and social media sites up to date
- Representing marketing on the Regional Committee and share responsibility for BD's activities with the rest of the Regional Committee.
- Taking and implementing a brief from the BD Marketing Department to ensure consistency across all regions
- Giving input from your regional perspective into the BD Marketing Department

You will need some relevant skills, experience and attributes such as:-

- Some marketing / copywriting / design skills
- Good attention to detail
- Willing to be 'hands on' – the role is varied and will include some mundane tasks
- Great team worker – you'll be part of a team in your region and part of the wider team of BD
- Computer literacy (and access to a computer) – most communications are by email
- Masses of enthusiasm for marketing and the sport of dressage
- Enough time available

Term of service

All Regional Committee roles are subject to a maximum length of two consecutive terms of 4 years, therefore a regional representative may serve up to 8 years in one role.

All regional representative roles are subject to a 6 month probation period.