

<b>Job Title:</b>	<b>Brand Co-Ordinator – Professional Championships</b>
<b>Department:</b>	Commercial Department
<b>Reporting To:</b>	Brand Manager – Professional Championships
<b>Hours:</b>	35 hours per week / Mon – Fri
<b>Location:</b>	St. Andrews
<b>Contract:</b>	Full time – permanent

**Job Purpose**

The R&A runs professional championships including The Open, The Senior Open and the AIG Women's British Open, elite amateur events, international matches and rankings. The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 36 million golfers in 143 countries and with the consent of 157 organisations from amateur and professional golf. The R&A is at the forefront in modernising the sport and making it more relevant to today's society.

Based in St Andrews, this exciting role involves a range of duties working within the Marketing team to administer and manage brand requests and approvals in relation to the global championship brands of The Open and the AIG Women's British Open.

**Job Description**

**ROLE AND RESPONSIBILITIES**

Core responsibilities include the following:

- Management of internal and external brand requests and approvals process relating to The Open and the AIG Women's British Open brands
- Administration and maintenance of the Digital Asset Management System, including all user access, management and asset administration
- Administration and development of a full set of brand guidelines relating to all professional championships including The Open and AIG Women's British Open brands
- Liaison with all internal departments within The R&A to ensure brand consistency across all products and all sales, marketing and communications channels
- Liaison with Championship department within The R&A to ensure the brand is applied consistently across Championship staging
- Support retail department on brand approvals on retail and license products in line with the brand guidelines and partners contractual rights
- Liaison with external partners and stakeholders to ensure brand consistency in application to marketing and communications activities
- Support Marketing Team colleagues in the supply of brand assets for content production, marketing campaign and sponsorship activation
- Provide administrative support for The R&A's photographic library and partnership with Getty Images
- Work with the Brand Manager on creation and development of brand assets such as logo treatments, animations, photography and television graphics
- Contribute to the general output of the marketing department via support of approvals process of asset production featuring application of brand
- Co-ordination of external brand and design agencies
- Budget administration

#### QUALIFICATIONS AND EXPERIENCE

- Marketing / Business Degree – desirable not essential
- Knowledge of brand management and previous experience desirable
- Excellent administration and time-management skills
- A knowledge of golf is desirable

#### REQUIRED SKILLS

In addition, the successful candidate will require:

- Self-motivated, pro-active and keen to contribute as part of a dynamic team
- Ability to multi-task and work under pressure
- Strong communication skills – written and verbal
- Ability to liaise and work well with others
- Attention to detail and accuracy
- Be flexible, reliable and professional
- Flexibility to work from Championship locations within the UK if required

*To apply for this vacancy, please send your c.v. and covering letter, stating your salary expectations to Susie Crocker on [recruitment@randa.org](mailto:recruitment@randa.org) by the closing date of midday on Friday 24<sup>th</sup> January 2020.*

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.