

England



Angling Trust Team England Fly Fishing (AT TEFF)

Executive Officer

Marketing, Participation & Sponsorship

Role Description & Person Specification



Introduction

The Executive Officer Marketing, Participation & Sponsorship is a member of the AT TEFF Executive Committee and is the principal contact for all AT TEFF matters relating to Marketing, Participation and Sponsorship. The role covers all aspects of the Marketing and Promotion of AT TEFF and its activities, and the development and maintenance of Participation and Sponsorship.

Main Duties

1. Lead the AT TEFF Marketing, Participation & Sponsorship team on behalf of the AT TEFF Exec:
 - a. TEFF website – Press Officer.
 - b. Archives - Historic records Archivists.
 - b. Participation – Membership and Newsletter Editor
 - c. AT TEFF Anniversaries – Event Organisers.
 - d. Fund Raising & Sponsorship – To be Developed.
2. Oversee AT TEFF's Communications and website activities
3. Preparation and Implementation of AT TEFF Marketing and Promotion Strategy.
4. Preparation and Implementation of AT TEFF Communications Strategy.
5. Preparation and Implementation in conjunction with other Executive Officers plans for increasing Participation in AT TEFF activities and events.
6. Development and maintenance of AT TEFF Fundraising and Sponsorship opportunities.
7. Preparation and Implementation of AT TEFF Anniversary events.
8. In conjunction with fellow Executive Officers oversee fund-raising events run by either AT TEFF, AT TEFF Team Managers or team members
9. In conjunction with AT TEFF's Historic records Archivists develop and maintain AT TEFF archives.
10. Attending AT TEFF Committee & Executive meetings as may be required.
11. To comply with and adhere to all AT TEFF & Angling Trust corporate governance requirements, policies and procedures.
12. Ambassador for AT TEFF
13. Current member of Angling Trust

Shared Main Duties

The Executive Officer Marketing, Participation & Sponsorship will share a number of other Executive Committee duties which include the following:

14. Development and formulation of AT TEFF's Strategic Plans
15. Development of AT TEFF's Financial Plans.
16. Development and formulation of AT TEFF's Corporate Oversight & Governance.
17. Development and formulation of AT TEFF Teams Performance improvements.
18. Development and formulation of AT TEFF Team Members Performance improvements.
19. Development and formulation of AT TEFF Fundraising and Sponsorship opportunities
20. Development and formulation of increasing Participation in AT TEFF events.
21. Development and formulation of increasing Range of Competitive Fly fishing
22. Corporate oversight of all AT TEFF Activities relating to World (Senior & Masters), European, 5N, Loch, River and Bank Championships.

AT TEFF GENERAL SECRETARY PERSON SPECIFICATION

REQUIREMENTS	DESIRABLE
Role Knowledge/ Skills/Aptitudes	Use of social media and web systems Working knowledge & understanding of current Competitive Fly-Fishing Championships
Personal Qualities	A strong sense of ethics & fair play Good interpersonal skills Pro-active Team leader/player A great motivator focused on achievements and delivery of results. Able to work both independently and as part of a team. Organised, proactive, conscientious and reliable.
Circumstances	Driving licence & own transport. Willing to travel Able to dedicate volunteer time and personal resources to role