



ENGLISH INDOOR BOWLING ASSOCIATION

Marketing, Communications & Events Manager

Job Advert:

Salary: £32,000 per annum (Hybrid – home working with attendance at HQ and national events)

Location: Melton Mowbray (HQ) / National travel required

The English Indoor Bowling Association (EIBA), the National Governing Body for Indoor Bowls in England, is seeking a talented and proactive **Marketing, Communications & Events Manager** to join our small, dedicated team.

This exciting and varied role will see you leading our marketing, communications and events activity to promote the sport of indoor bowls, engage our members and audiences, and deliver exceptional national events.

You'll be responsible for:

- Overseeing marketing campaigns to raise the profile of indoor bowls nationwide.
- Managing our website, social media and all communications.
- Coordinating communications with clubs, counties, bowlers and key stakeholders.
- Facilitating relationships with sponsors and commercial partners, including EIBA TV.
- Working in conjunction with the Performance Manager and Chief Executive on all EIBA National Finals and other key events.
- Overseeing ticket sales, programmes, live streaming, and event marketing.
- Supporting clubs with local marketing and recruitment initiatives.

If you're passionate about sport, thrive in a varied role and enjoy seeing your work make a real difference, we'd love to hear from you.

To apply, please send your CV and covering letter to peterthompson@eiba.co.uk by midnight on Wednesday 3rd December 2025.

Job Description

Responsible to: Chief Executive

Contract: Full-time, permanent

Hours: 9am-5pm, Monday to Friday (with occasional evening and weekend requirements)

Purpose of the Role

To lead on all marketing, communications and event management functions of the English Indoor Bowling Association, ensuring the effective promotion of the sport, engagement with bowlers and stakeholders, and the successful organisation of all EIBA competitions and events.

Key Responsibilities

Marketing & Communications:

- Develop, implement and evaluate marketing campaigns to promote indoor bowls.
- Manage the Association's website, ensuring content is accurate and engaging.
- Lead on social media strategy, content creation and audience growth.
- Produce digital and print materials, including newsletters, posters, and videos.
- Oversee communications to clubs, counties, bowlers and stakeholders.
- Support clubs with local marketing and recruitment initiatives and resources.
- Maintain consistent tone of voice, brand identity and messaging.

Partnerships and Sponsorship (in conjunction with the Chief Executive):

- Facilitate relationships with sponsors, suppliers and partners.
- Ensure contractual obligations and partnership activations are delivered.

Events Management (in conjunction with the Chief Executive and Performance Manager):

- Plan, organise and deliver all EIBA National Finals and major events.
- Manage ticket sales, hospitality, programmes and event marketing.
- Oversee logistics, scheduling, volunteer coordination and on-site management.
- Act as event facilitator at all major EIBA events.
- Organising and delivering home international fixtures.

General:

- Work collaboratively with other EIBA staff and committees.
- Represent the EIBA professionally at meetings and events.
- Manage budgets and report on outcomes and KPIs.
- Undertake other reasonable duties as required by the Chief Executive and support by deputising and making decisions, where necessary.

Person Specification

Qualifications (desirable)

- Degree or equivalent experience in Marketing, Communications or Events
- CIM or Event Management qualification

Experience

- Proven experience in marketing, communications or event management roles
- Experience managing social media and digital content
- Experience organising and delivering public or sporting events
- Experience working in a sports or membership organisation
- Experience in sponsorship or partnership management

Knowledge & Skills

- Excellent written and verbal communication skills
- Strong organisational and project management skills
- Confident in using digital marketing tools, CMS and analytics
- Graphic design or video editing skills
- Understanding of the indoor bowls landscape

Personal Qualities

- Creative, proactive and adaptable
- Ability to work independently and as part of a small team
- Willingness to work flexible hours
- Passion for sport and promoting participation