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THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

HEAD OF DIGITAL PROFILE: ENGLAND GOLF LINCOLNSHIRE, UK

HEAD OF DIGITAL MANAGER AT ENGLAND GOLF

England Golf is actively seeking a dynamic Head of Digital to lead the organisation's digital transformation. This pivotal role focuses on optimising operational efficiency and enhancing the overall experience for valued members and the golfing community. As the driving force behind the digital strategy, the successful candidate will play a key role in implementing innovative solutions that streamline processes and communication channels. The goal is to ensure England Golf maintains a leadership position in the ever-evolving digital landscape of the sport. The organisation is looking for a candidate with a proven track record of successfully leading digital initiatives, a profound understanding of emerging technologies, and a genuine passion for leveraging digital tools to achieve strategic goals.

ABOUT ENGLAND GOLF

England Golf, the governing body for amateur golf in England is a non-profit organisation dedicated to growing the game of golf. Headquartered at The National Golf Centre at Woodhall Spa, in Lincolnshire, UK, England Golf works at the heart of golf in England, supporting and empowering a thriving community of players, counties, and clubs to get the most out of the game of golf!

England Golf leads through strong governance and integrity. They strengthen governance in all aspects of golf, deliver safeguarding throughout the golfing community, utilise data and technology to enhance decision-making, and drive equality and equity in everything they do.

England Golf energises and supports the golf community. They support golf clubs with member recruitment and retention, connect and engage with all golfers, inspire and educate golf's network of volunteers, increase golf's influence within local communities, and advocate and inform on all elements of sustainability.

England Golf delivers a more inclusive and accessible sport. They drive diversity at all levels of golf, create more opportunities for juniors and young adults, promote the health and well-being benefits of golf, inspire more women and girls to play golf, and develop greater access for disabled people.

England Golf inspires current and future generations. They enthuse all golfers through relatable role models, communicate a positive perception change for golf, deliver an excellent talent pathway from regional to national squad level, and host over 50 best-in-class competitions for all golfers.

England Golfs values:

- **Be Inclusive.** Welcoming and enabling everyone to be involved with golf in England
- **Be Honest.** Acting with integrity, trust, fairness, reliability and transparency
- **Be Supportive.** Working together to make golf better for everyone, inspiring people to achieve their goals
- **Be Excellent.** Continuously improving, exceeding expectations, and setting high standards
- **Be Responsible.** Being personally accountable and passionate about driving a strong future for golf

England Golf stands for Golfers, Golf Club, and the Game and they proudly support thousands of clubs and players across the country and always welcome everyone, whatever stage they are at in their golfing life.

ENGLAND GOLF BY THE NUMBERS

- Affiliated Golf Clubs: 1,800

- Individual Members: 720,000
- My England Golf Users (MYEG App): Approximately 400,000
- Annual Golf Events: Approximately 70
- Golf Squads: 5
- Responsible to: Chief Operating Office
- Responsible for: Data and Insight Manager and Administrator (Data)

ENGLAND GOLF WEB SITE: www.Englandgolf.org

HEAD OF DIGITAL POSITION OVERVIEW

Deliver and drive forward England Golf's digital ambition (utilising data, IT, and communications) to innovate and transform organisational efficiencies and enrich the experiences of golfers.

KEY RESPONSIBILITIES

- Implement England Golf's digital ambition in line with organisational values, objectives, and priorities.
- Effect transformational change through digital programmes enabling the organisation to deliver products and services which are efficient, highly effective, and golfer centred.
- Develop a roadmap for innovation with the relevant processes, tools, and measures to support business objectives and new opportunities.
- Create and support an environment of digital innovation and best practices, ensuring the use of technologies for the benefit of stakeholders.
- Ensure that the quality and integrity of their data is maintained through acquisition, storage & management, connectivity, and business intelligence (England Golf's GolfIQ dashboards).
- Create the best user experience for staff across their internal data systems (including GolfIQ) by regularly reviewing business rules and data processes.
- Support the ongoing development, maintenance, management, and reporting from the CRM system.
- Develop management processes that support internal teams on new projects in relation to research projects or insight required to aid decision-making.
- Share critical data-driven insight gleaned from research to help inform strategic and operational planning and identify emerging trends/themes.
- Work closely with the England Golf IT Manager to understand and develop their IT systems and software requirements in relation to digital ambition.
- Work closely with the England Golf Communications Director to utilise and maximise their communication channels in relation to digital ambition.
- Oversee the work of the administrator, working collaboratively with other teams that request specific data or insight.
- Other tasks reasonably required by England Golf.

CANDIDATE QUALIFICATIONS

- Knowledge of the current digital landscape of organisations, bringing leading technology innovation to an organisation to drive sustainable improvements in performance.
- Strategic and innovative thinker, highly skilled at using customer insight to support the delivery of key projects.
- Data Management and integrity procedures.
- Excellent understanding of the variety of research and evaluation techniques.
- Competence in the use of IT tools including spreadsheets, databases, email, and word processing.
- Strong presentation skills, both written and verbal.
- Strong analytical and problem-solving skills.
- Ability to analyse and disseminate information.
- A highly motivated individual who is comfortable working with data.
- An ability to simplify complex information.
- Accustomed to meeting deadlines and working on multiple projects concurrently.
- Excellent attention to detail and accuracy.

- Flexible and adaptable approach.
- Reliability and clear understanding of confidentiality.
- Confident individual who can handle high-pressure environments.
- Positive, pragmatic, and collegiate attitude.
- Able to work independently or as part of a team with strong interpersonal skills.
- Gains satisfaction from providing exceptional service through continuously and innovatively providing insightful analysis.
- Encourage and display attitudes and behaviours that respect and value diversity and promote equal opportunities.
- Proven experience in building data capability within an organisation.
- Experience in designing and evaluating organisational transformations, leading to increased efficiencies and effectiveness.
- Experience in directing the activation of data and insight to deliver effective frameworks, campaigns, and communications.
- Demonstrable experience in all aspects of data management.
- Ability to maintain close and effective working relationships at all levels of the organisation and with external agencies and consultants.

PREFERRED CANDIDATE QUALIFICATIONS

- Good understanding of GDPR.
- Knowledge and sound application of CRM systems, such as Microsoft Dynamics.
- Exceptional skills in both quantitative and qualitative research methods.
- Ability to mentor and guide.
- Working in a mass market customer-focused organisation or role.
- Working within a sports governing body or membership organisation environment.
- Knowledge or a passion for golf/ sport.

SALARY AND BENEFITS

Salary is highly competitive. England Golf offers an excellent bonus and benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your CV or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Richard Flint, Chief Operating Officer, and Mary-Anne Price, HR Director, and clearly articulate your alignment with this role why you want to be considered for this position at this stage of your career, and why England Golf and the Lincolnshire area will be beneficial to you, your family, your career, and England Golf if selected.

You must apply for this role as soon as possible but no later than Thursday 22nd February 2024. Candidate selections will occur in late February with the first Interviews expected on Friday 8th March 2024 and the second interviews in late March.

IMPORTANT: Save your CV and letter in the following manner:

“Last Name, First Name CV”

“Last Name, First Name Cover Letter – England Golf - HD”

(These documents should be in Word or PDF format)

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Patty Sprinkle at patty@kkandw.com

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