

**Job Title:** Communications Manager

**Location:** London and Cowes, Isle of Wight (can be located at either site), with regular travel between both locations and travel to events as required. travel as required

**Reporting to:** General Manager and Sporting Director

**Contract:** Full-time, permanent

## About RORC

The Royal Ocean Racing Club (RORC) is one of the world's leading yacht clubs and organising authorities for offshore racing. The Club organises an internationally recognised programme of races and regattas, including the Rolex Fastnet Race, Admiral's Cup, RORC Caribbean 600 and RORC Transatlantic Race. RORC also manages the IRC rating system which is jointly owned with the Yacht Club de France, through the RORC Rating Office, which is based in Lymington.

## Role purpose

As the Communications Manager you will lead the planning and delivery of RORC's communications, marketing and digital activity. You are responsible for ensuring that RORC communicates clearly, consistently and effectively with its members, competitors, stakeholders, commercial partners and the wider international sailing community.

Acting as the guardian of the RORC brand, you will maintain a consistent voice and identity across all channels. You will manage the Club's communications workflows and timelines, ensuring that membership activity, racing communications, media relations, digital content and commercial partner commitments are coordinated and delivered to a consistently high standard.

## Key responsibilities

### Communications strategy and planning

- Develop and deliver RORC's communications and marketing plan in support of the Club's strategic priorities.
- Manage the overall communications calendar, workflows and delivery timelines across the Club.
- Coordinate communications relating to racing, membership, events, partnerships and wider Club activity.
- Establish clear processes for commissioning, approving and publishing content.
- Monitor communications performance and use insights to improve reach, engagement and effectiveness.

## Stakeholder management

- Develop and maintain strong relationships with internal and external stakeholders across the UK and internationally.
- Work closely with the Flag Officers, senior leadership team, race team, Rating Office, membership team and other departments to coordinate messaging and activity.

### Royal Ocean Racing Club Ltd

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Registration No: 6035496, England and Wales. Registered Office: Address as above.

- Build productive long-term relationships with media organisations, journalists, photographers, content creators, clubs, classes and other industry stakeholders.
- Ensure senior colleagues are appropriately briefed and supported for interviews, announcements and public-facing activity.

### **Membership communications**

- Take overall responsibility for communications with RORC members.
- Develop a planned and engaging programme of membership communications across email, digital platforms, publications and Club channels.
- Ensure members receive timely, accurate and relevant information about the Club, its activities and opportunities to participate.
- Work with colleagues to improve membership engagement and strengthen members' connection with RORC.
- Attend and cover key member events run at the London and Cowes clubhouses, and other sites as required.

### **Brand management**

- Act as the principal guardian of the RORC brand, tone and visual identity.
- Ensure consistency and quality of messaging across all RORC communications, events and platforms.
- Maintain and develop brand guidelines and ensure they are understood and followed throughout the organisation and by authorised third parties.
- Review, edit and approve key communications and marketing materials before publication.

### **Racing communications, reporting and PR**

- Lead the communications planning and delivery for RORC's programme of races and regattas.
- Manage race communications workflows, including pre-event promotion, competitor communications, live race coverage and post-event content, working with the Race Communications & Content Lead on race reporting and associated editorial content.
- Develop press releases, media briefings, news stories, speeches and supporting materials.
- Coordinate media attendance, access, accreditation and information at major events.
- Manage external agencies, writers, photographers, videographers and other specialist suppliers where required.
- Ensure RORC's flagship events receive high-quality and internationally relevant media coverage.

### **Digital marketing and content**

- Take overall responsibility for RORC's digital marketing activity.
- Develop and manage an integrated social media plan across the Club's channels.
- Oversee the planning, production, administration and publication of digital content.
- Take responsibility for the quality, accuracy and currency of website content.
- Work with colleagues and external suppliers to improve the effectiveness and user experience of RORC's digital platforms.

- Develop appropriate use of video, photography, written content and other media to showcase the Club, its members and its racing programme.
- Maintain effective content libraries and appropriate systems for storing and managing digital assets.

### **Commercial partner communications**

- Work closely with the relevant internal and external teams to deliver RORC's communications obligations to commercial partners.
- Ensure agreed partner rights, brand exposure, content and campaign commitments are planned, recorded and delivered.
- Coordinate partner announcements and integrated campaigns across RORC's communications channels.
- Provide appropriate reporting and evidence of delivery to commercial partners.
- Protect the integrity of the RORC brand while ensuring partners receive high-quality and measurable value.

### **Crisis communications**

- Lead the development and implementation of RORC's crisis communications plans and protocols.
- Provide timely and appropriate communications advice to the senior leadership team and Flag Officers during incidents or sensitive situations.
- Prepare holding statements, key messages and stakeholder briefings when required.
- Coordinate internal, member, media and public communications during a crisis.
- Monitor reputational risks and ensure the Club is prepared to respond quickly and consistently.

### **Budget and supplier management**

- Develop and manage the annual budget for media, communications and marketing expenditure.
- Monitor spending, commitments and forecasts throughout the year.
- Commission and manage external agencies, contractors and suppliers, ensuring quality and value for money.
- Negotiate contracts and project costs within agreed authority levels.
- Provide regular reporting on expenditure, delivery and communications performance.

### **Person specification**

#### **Essential experience and skills**

- Significant experience in a communications, media, marketing or public relations role.
- Experience of developing and delivering integrated communications plans.
- Personable and empathetic with strong stakeholder management skills, with the confidence to work with senior leaders, members, partners and external organisations.
- Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences and channels.
- Experience of managing websites, social media platforms, email communications and digital content.

- Experience of media relations, press releases and managing communications around events.
- Strong organisational and project-management skills, with the ability to manage competing deadlines and complex workflows.
- Experience of managing budgets, agencies, contractors and suppliers.
- Sound judgement and the ability to handle sensitive, confidential or reputationally significant matters.
- A strong eye for detail and a commitment to accuracy, consistency and quality.

### **Desirable experience and knowledge**

- Experience of working within sailing, sport, membership organisations, events or the marine sector.
- Understanding of offshore yacht racing and the international sailing media landscape.
- Experience of delivering communications rights and campaigns for commercial partners.
- Experience of crisis and issues management.
- Experience of managing communications across international events and audiences.
- Knowledge of content-management systems, analytics, email-marketing platforms and digital asset-management tools.

### **Personal attributes**

The successful candidate will be:

- An excellent communicator with strong editorial judgement.
- Highly organised, proactive and comfortable managing multiple priorities.
- Collaborative and able to build positive working relationships across the Club.
- Personable and empathetic while remaining calm and decisive under pressure.
- Creative, commercially aware and focused on delivering results.
- Comfortable working flexibly around major races and member events, including occasional evenings, weekends and travel.
- Passionate about protecting and enhancing RORC's reputation as a world-leading yacht club and offshore racing organisation.