Job Title:	Head of Content
Department:	Commercial
Reporting To:	Director of Marketing
Direct Reports:	3
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Job Purpose

To set and lead The R&A's global content, channel and audience growth strategy, using the reach and influence of The Open and the AIG Women's Open to grow fandom, deepen engagement and create long-term value for the organisation, its partners and the sport.

The role is accountable for building distinctive, audience-first content and digital experiences across owned, earned, paid and partner ecosystems. It will connect insight, commissioning, production, distribution, product and performance so that content moves audiences from awareness to engagement, consumption and an enduring owned relationship with The R&A's brands.

As a senior marketing leader, the role will balance Championship growth with The R&A's wider purpose and storytelling priorities, creating a clear, global and joined-up approach across the organisation while protecting focus, quality and delivery resilience.

Key Accountabilities

Audience growth strategy

- Own the integrated global audience growth strategy for The Open and the AIG Women's Open, translating organisational priorities into clear annual and multi-year plans across content, channels, product, paid media and distribution.
- Deliver plans for priority audiences, markets and growth opportunities, with particular attention to the US and other agreed international markets, and ensure market plans are grounded in local audience behaviour and platform insight.
- Build a connected audience funnel across awareness, engagement, broadcast tune-in, viewing, followers, web, app, membership and other owned relationships.
- Champion fan needs internally and make clear recommendations on where to invest, scale, stop or simplify activity to maximise impact.

Content, storytelling and commissioning

- Set the editorial and content strategy for The Open and the AIG Women's Open across the Championship week and more broadly, with distinctive narratives, repeatable formats and tentpole moments that can travel globally.
- Lead an audience-led commissioning model, using insight to determine what content is made, for whom, on which platform, in which market and to what intended outcome.
- Develop athlete- and personality-led storytelling, creator collaboration, cultural partnerships and innovative formats that broaden appeal beyond traditional golf audiences while remaining authentic to each Championship.
- Support Attendee marketing experience and commercial KPIs

- Deliver impactful storytelling to grow awareness and understanding of the R&A's wider impact and purpose, connecting the power of golf with the organisation's role in enabling it.
- Optimise coverage of The R&A's Amateur Championships to grow global audiences, showcase emerging talent and reinforce their position as the pinnacle of elite amateur golf
- Maintain high editorial, creative, brand, safeguarding and rights standards across all output.

Channels, platforms and distribution

- Own the strategic direction and performance of The R&A's relevant owned and operated channels, including websites, apps, social platforms, video platforms, in partnership with digital product, technology and broadcast colleagues.
- Design the right role for each channel and ensure content is created and distributed to platform, audience and market needs rather than replicated by default.
- Build an integrated distribution strategy spanning owned, earned, paid, creators, broadcasters, media partners, affiliates and commercial partners to maximise discovery, reach, relevance and consumption.
- Work with broadcast and media-rights team to ensure alignment and optimisation across Live and Non-Live including promotional support, tune-in, supplementary coverage, alternative feeds and the perceived value of The R&A's media rights.
- Drive a disciplined test-and-learn agenda across formats, platforms, personalisation, technology and emerging audience behaviours.

Data, insight and performance

- Establish a consistent measurement framework covering awareness, reach, engagement, viewing behaviour, audience growth, conversion, retention and partner value.
- Embed data and insight throughout the content workflow, from audience definition and commissioning to live optimisation and post-campaign learning.
- Lead regular performance reviews and translate analysis into clear decisions, resource choices and actionable recommendations for Marketing, Commercial and Championship leadership.
- Create meaningful benchmarks by content type, audience, platform and market, while ensuring paid and organic performance are understood separately and together.
- Partner with analytics, CRM and digital product teams to develop segmentation, lifecycle journeys, retargeting and increasingly personalised audience experiences.

Commercial and partner value

- Work with Partnerships, Sales, Broadcast and Media Rights to create content and audience propositions that grow the value of commercial inventory and support rights and partnership renewal discussions.
- Develop sustainable monetisation opportunities across content, channels and audiences, balancing short-term revenue with long-term fan growth and user experience.
- Ensure partner integration feels relevant, audience-first and additive, with clear objectives, delivery standards and measurement.
- Use The Open and AIG Women's Open audiences intelligently across both Championships, identifying appropriate crossover opportunities while protecting each brand's distinct

identity.

Leadership, operating model and delivery

- Lead, inspire and develop a multi-disciplinary content, channels and production function, creating a high-performance culture with clarity, accountability, collaboration and creative ambition.
- Lead the integrated internal, IMG embed, agency, freelance and supplier model, scaling resource for key delivery periods while maintaining year-round resilience and focus.
- Responsible for the modernisation of The R&A's content technology capability, including stewardship and future-proofing of The R&A Archive and digital asset management systems, and adoption of technologies that enable faster, smarter content creation, clipping, management and distribution
- Maintain close relationships with key partners such as Augusta National Golf Club and DP World Tour in delivery of co-sanctioned events and content series.
- Own relevant budgets, forecasts, procurement, RFP, supplier negotiation and contracting, ensuring investment is prioritised against strategic outcomes.

Measures of Success

- Sustained global growth in awareness, reach, followers, engagement, viewing, watch time and owned audience across The Open and the AIG Women's Open.
- Improved broadcast tune-in and digital consumption in agreed priority markets.
- Clear evidence that content is reaching and resonating with new, younger and more diverse audiences, alongside serving existing golf fans well.
- A strong year-round content presence, with major campaign and storytelling moments planned earlier and activated consistently across owned, earned, paid and partner channels.
- Growth in first-party audience relationships and more effective audience journeys across web, app, membership and CRM.
- Increased value delivered to broadcasters and commercial partners through stronger content, audience insight and measurable activation.
- Excellent use of performance insight to guide commissioning, optimisation, budget allocation and stop/start decisions.
- A resilient, high-performing team and partner model that delivers both Championships to a consistently high standard.

Resource

- Leadership of the Content, Channels and Production function and associated internal and embedded teams.
- Oversight of external agencies, creators, production partners, freelancers, platform partners and specialist market resources.
- Ownership and management of agreed content, production, channel, paid amplification and audience growth budgets.
- Strategic oversight of relevant R&A-owned websites, apps, social channels, video platforms and R&A TV, working with accountable product and technology owners.
- Year-round remit across The Open, the AIG Women's Open and priority R&A brand storytelling, with clear prioritisation against the organisation's strategy.
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Expertise

- Significant senior experience leading global content, digital, audience or media strategy for a major sport, rights holder, broadcaster, publisher, entertainment brand or similarly complex organisation.
- Proven success growing audiences across multiple markets and platforms, including evidence of turning content reach into viewing, followers, registered users or other owned audience outcomes.
- Deep understanding of social, video, web, app, streaming and emerging platform ecosystems, with strong editorial and commissioning judgement.
- Experience developing integrated strategies across owned, earned, paid, creator, broadcaster and partner channels.
- Strong data fluency, able to frame questions, interpret audience and performance insight, set meaningful KPIs and make investment decisions from evidence.
- Experience leading multi-disciplinary internal and agency teams through year-round planning and high-intensity live event delivery.
- Commercial acumen, including budget leadership, procurement, rights and partner considerations, monetisation and value creation.
- Excellent stakeholder leadership and influence, with the credibility to align senior colleagues around priorities and make clear trade-offs in a complex multi-brand environment.
- Outstanding communication skills and the ability to translate strategy into compelling briefs, plans, decisions and creative output.

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.