Head of Content
Permanent
Location: St Andrews (Hybrid working)
Closing date: 27th November 2026

We are The R&A. Our mission is to open golf to the world. We have over 300 employees who are passionate about uniting golf and golfers through common rules and governance, inspiring through the staging of world class championships including The Open and the AIG Women's Open and leading by working to shape the future of golf with our partners.

The R&A governs the Rules of Golf, the World Handicap System and Equipment Standards in partnership with the USGA, while supporting both established and emerging formats of the game.

In the next five years we aim to attract 22 million additional golfers, generate more than £1.5 billion in economic benefit through our championships, create more than £25 billion in social value, establish more than 200 strategic partnerships and generate more than 5 billion fan interactions.

As our **Head of Content**, you will 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.

This 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.

What you'll be doing:

- Owning the integrated global audience growth strategy for championships including 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.
- Building a connected audience funnel across awareness, engagement, broadcast tune-in, viewing, followers, web, app, membership and other owned relationships.
- Setting 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.
- Leading 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.

- Delivering 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.
- Optimising 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.
- Maintaining high editorial, creative, brand, safeguarding and rights standards across all output.
- Owning 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.
- Building an integrated distribution strategy spanning owned, earned, paid, creators, broadcasters, media partners, affiliates and commercial partners to maximise discovery, reach, relevance and consumption.
- Establishing a consistent measurement framework covering awareness, reach, engagement, viewing behaviour, audience growth, conversion, retention and partner value.
- Embedding data and insight throughout the content workflow, from audience definition and commissioning to live optimisation and post-campaign learning.
- Leading regular performance reviews and translate analysis into clear decisions, resource choices and actionable recommendations for Marketing, Commercial and Championship leadership.
- Creating meaningful benchmarks by content type, audience, platform and market, while ensuring paid and organic performance are understood separately and together.
- Partnering with analytics, CRM and digital product teams.

What we are looking for:

- Significant senior experience leading global content, digital, audience or media strategy for a major sport, rights holder, broadcaster, publisher, entertainment brand, creative agency or similarly complex organisation. A knowledge of golf would be highly beneficial.
- 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.

- Experience creating and managing a strong year-round content presence, with major campaign and storytelling moments planned earlier and activated consistently across owned, earned, paid and partner channels.
- Evidenced experience driving growth in first-party audience relationships and more effective audience journeys across web, app, membership and CRM.
- Excellent use of performance insight to guide commissioning, optimisation, budget allocation and stop/start decisions.

What we offer:

We offer a great benefits package including the following:

- Competitive Salary
- Discretionary Bonus Scheme
- Company Pension Scheme
- Life Insurance Cover
- Enhanced Maternity/Partner Pay
- 35 Days Holiday Per Year
- Free tickets to The Open and the AIG Women's Open each year (and other relevant R&A Championships)
- Cycle to Work Scheme
- Season Ticket Loan
- Contribution towards glasses for VDU use
- Discounts available across 800 UK retailers and local businesses, such as gym membership
- Electric Vehicle Salary Sacrifice Scheme

Bring your perspective. Shape the future of golf.

Everyone is welcome at The R&A

At The R&A, we're committed to creating an inclusive workplace where everyone feels valued, respected and able to thrive. We welcome applications from all suitably qualified candidates regardless of age, disability, race, religion or belief, sex, sexual orientation, gender reassignment, marriage and civil partnership, pregnancy and maternity, or any other characteristic protected by law.

If you require any reasonable adjustments at any stage of the recruitment process, please let us know. We're committed to ensuring everyone has the opportunity to perform at their best.

Please note that you'll need to have the right to work in the UK.

How to Apply

Please submit your CV, Cover Letter and Salary Expectations to Recruitment@RandA.org