

Content and Channels Lead

Permanent

Location: St Andrews, Fife, Scotland (Hybrid working)

Closing date: 6th 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 AIG Women's Open, and leading through working to shape the future of golf with our partners.

The R&A governs the Rules of Golf, the World Handicap System, equipment standards and rankings 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 **Content and Channels Lead**, you will lead on the planning and delivery of The R&A's integrated content and channel plans in the short and medium term, ensuring they deliver on the wider content and digital strategy. You will lead a team of content and channel managers, ensuring exceptional delivery across The R&A portfolio (including across Governance, golf development, Championships and Commercial). By achieving outlined brand outcomes, you will support the organisation's strategic objectives.

What you'll be doing:

- Leading on planning and delivery of integrated content and channel plans across The R&A owned and operated channels to serve our breadth of audiences, balancing Corporate and Commercial strategic objectives of the organisation, and ensuring plans are optimised to achieve our reach, revenue and reputational goals.
- Growing global audiences and engagement across The R&A's owned and operated channels in line with Corporate and Commercial goals, as directed by the overall strategy determined by the Head of Content.
- Adopting an audience-first approach to deliver exceptional editorial and storytelling from corporate updates through to fan engagement.
- Leading on integrated content planning and distribution across all owned and operated channels, including websites, social media channels and apps, working closely with selected agencies and internal stakeholders.
- Building and maintaining strong collaborative relationships with internal stakeholders and external partners, to optimise the impact of The R&A's engagement with our key audiences.
- Responsibility for a cross-organisation editorial process, including regular meetings to ensure requirements are known, reviewed and scheduled accordingly.
- Providing feedback on requirements for owned platforms, as well as support the implementation of the wider digital product and data strategy determined by the Digital Experience Lead.

- Oversight and management of optimising distribution outreach and impact across influencers, media outlets, broadcasters etc. to achieve optimal reach.
- Contracting suppliers where required, including leading on RFP (request for proposal) processes, negotiation and contracting with legal.
- Proactively seeking improvements, efficiencies, and innovations across all areas of responsibility, using industry expertise, to benefit both consumers and internal processes in the medium and long term, presenting recommendations for strategic changes to the Head of Content and Director of Marketing for approval where appropriate.

What we are looking for:

- Experience leading, managing and developing brand/marketing teams and ensuring that departmental objectives and commercial results are achieved.
- Experience managing external agencies across content and digital domains.
- Management of the output and day-to-day running channels including websites, apps, social media and video platforms.
- Ability to develop innovative content plans with a strong audience focus Journalism background with experience in Corporate Communications
- A data-led mindset and approach for planning & delivery.
- Strong capability in planning and ability to manage workflows in a complex, multi-brand environment.
- Experience with channel strategy, content implementation, and analysing results.
- Budget management experience.

What we offer:

We offer a great benefits package including the following:

- Competitive Salary
- Discretionary Bonus Scheme
- Company Pension Scheme and Sick Pay
- Life Insurance Cover
- Enhanced Maternity/Partner Pay
- 35 Days Holiday Per Year
- Free tickets to The Open and 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

How to Apply

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

Everyone is welcome at The R&A

We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their age, disability, race, religion/belief, gender, sexual orientation or gender identity. Please let us know if you require any reasonable adjustments. We'll need you to confirm you have the right to work in the UK.