Brand and Campaigns Coordinator
12-month Fixed Term Contract
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 **Brand and Campaigns Coordinator**, you will be responsible for the administration, management and completion of internal and external queries relating to brand guardianship across The R&A's brand portfolio. You will ensure these brands are always implemented and represented accurately across a variety of touchpoints and stakeholders.

What you'll be doing:

- Administration, management, and execution of internal and external brand requests and approvals as assigned, relating to The R&A's brand portfolio.
- Managing and overseeing the online brand approvals system, monitoring and assessing on a regular basis to ensure that processes are efficient and streamlined and that a quality service is provided to all brand stakeholders. Present recommendations for improvements to the Brand Manager and Head of Brand & Campaigns and implement those improvements.
- Administering the brand guidelines within the Digital Asset Management System (DAM), ensuring accuracy and clarity. You will also be responsible for managing user access and permissions to the DAM.
- Supporting the delivery and coordination of campaigns and brand initiatives across the business.
- Ensuring all brand assets are produced and delivered in all required formats and versions, dependent on the project requirements, reviewing to ensure accuracy in terms of logo treatment, colour breakdowns and differing format availability, liaising with external agencies on any amendments and escalating to Brand Manager if necessary.
- Working with internal and external stakeholders to ensure brand processes are followed and brands are represented accurately, consistently, and holistically.
- Building and maintaining an excellent knowledge of partner rights in order to inform and advise colleagues and external stakeholders regarding appropriate distribution and usage of brand assets and photography across a wide variety of channels.

- Management of end-to-end small brand projects as assigned and with oversight of a Brand Manager, consulting with internal and external stakeholders.
- Communicating with a variety of external brand and design, and marketing agencies, ensuring ongoing efficiencies, prioritisation, and scheduling of work.

What we are looking for:

- Working knowledge & experience of brand management within a Brand, Communications or Marketing department.
- Strong coordination and organisational skills.
- Excellent communication skills and confidence dealing with partners, affiliates, external marketing, brand, design, and marketing agencies, when required.
- Practical experience of using Microsoft Office packages.
- Administration and management of brand/communications systems.
- A passion for working with others to create engaging content. An interest in golf or sport is a bonus!
- Practical experience of design software packages (such as Photoshop, or similar) would be beneficial.
- A relevant Marketing / Business qualification would be beneficial.

What we offer:

We offer a great benefits package including the following:

- Competitive Salary
- 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)
- Season Ticket Loan
- Contribution towards glasses for VDU use
- Discounts available across 800 UK retailers and local businesses, such as gym membership
- Free fruit, tea, coffee and biscuits are provided daily in all of our premises.

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.

How to Apply

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