

Claire Bath

Claire has extensive experience in marketing, branding, engagement and crisis communications as well as working experience in funding and club growth. Having spent most of her career working in marketing and communications in financial services, hospitality and education, Claire is looking forward to supporting Scottish Gymnastics in its brand development, growth and membership engagement.



With a focus on strategic planning for community groups and social enterprises, Claire has achieved success both on the funding landscape and on building awareness of the brands behind the groups and has consulted in a MarComms advisory role for community groups across Scotland looking to grow and develop their delivery.

Through the recent Covid-19 environment, Claire has been focused on crisis communications, strategic planning and development for businesses, social enterprises and charities as well as increasing engagement from all stakeholders during a time of reduced activity across all sectors. As a board member of Youth Highland and The Ledge, Claire has helped to steer both organisations for several years and more notably worked to ensure Youth Highland was able to secure funding during the Covid-19 crisis to continue the youth work in the Highland region with a growth in service provision.

Away from work, Claire is married with two girls, one of whom has been a competitive gymnast for several years while one is a committed ballerina. Claire has been an artistic gymnastics judge, a club chairperson and a swimming coach, and in her spare time enjoys swimming, running and travelling.