

# Job Description

## Marketing Manager



JOB DESCRIPTION	
<b>Job Title</b>	Marketing Manager
<b>Base Location</b>	Swansea
<b>Hours of work</b>	37.5 per week
<b>Responsible to</b>	Communications and Marketing Director
<b>Contractual Status</b>	Permanent
<b>Role Summary</b>	<p>To develop and deliver the annual marketing plan around key business objectives and commercial goals to achieve agreed KPIs</p> <p>Leading Marketing activations across all earned, owned, and paid channels. With a specific responsibility for delivery and development of digital marketing campaigns for Ospreys commercial activities, including email marketing, database management, paid digital channels and leading all marketing campaigns</p>
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>• Head of Communications &amp; Content</li> <li>• Playing Squad</li> <li>• External Agencies</li> <li>• Key Stakeholders</li> </ul>
<b>Key Responsibilities, Tasks and Activities</b>	<ul style="list-style-type: none"> <li>• Lead strategic digital marketing initiatives and campaigns in collaboration with broader communications team and agencies</li> <li>• Development of strategic framework of key digital pillars within digital marketing</li> <li>• Budget and agency management</li> <li>• Manage and deliver the CRM programmes, with specific focus on database management, email marketing and fulfilment of campaigns</li> <li>• Design, manage and execute online and web-based marketing campaigns</li> <li>• Lead responsibility for SEO, PPC, paid social, display and ECRM channels working closely with the Head of Communications and Content to align messaging and content strategy.</li> <li>• Lead on production and distribution of the match day programme</li> <li>• Develop and manage partnerships with third party media (e.g Radio and broadcasters)</li> <li>• Support Partnerships team on delivering sponsor digital activations</li> <li>• Play a key role in the delivery of brand design, for internal and external communication, reports, and digital marketing as required</li> <li>• Develop campaigns to support ticketing, retail, membership, hospitality, and community events.</li> <li>• Ensure website content is up-to-date, engaging, and effective in delivering key messages, with specific focus on marketing of events, projects and the organisation.</li> <li>• Lead on and implement audience development initiatives that are supported by data, to diversify audiences and build income streams, including for digital activity.</li> </ul>

<b>JOB DESCRIPTION</b>	
	<ul style="list-style-type: none"> <li>• Work closely with the Community Foundation Manager to embed the work of Ospreys in the Community in the overall Marketing and Communications Strategy</li> <li>• Manage the marketing relationship with key stakeholders such as URC.</li> <li>• Support the commercial team on digital customer experience journey optimisation.</li> <li>• Manage all digital commercial media buys</li> <li>• Optimise the use of our data platforms and insight tools to assist in decision making.</li> <li>• Be responsible for developing and reporting on performance using insights and analytics to external and internal partners.</li> <li>• Build, test and develop plans across SMS, direct mail and email channels to optimise performance and ROI.</li> </ul>

<b>PERSON SPECIFICATION</b>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Marketing experience with proven track record in digital paid media, CRM management and email marketing</li> <li>• Experience in managing digital agencies and executing integrated marketing campaigns</li> <li>• Experience of CRM Systems and Google analytical toolkit</li> <li>• Ability to interpret data to develop actionable insights and that inform the overall strategy</li> <li>• Working knowledge and experience of database design, control, and management</li> <li>• Degree qualified</li> <li>• Experience working in a fast-paced marketing role.</li> <li>• Experience across direct marketing (D2C &amp; B2B) integrated campaign design, execution &amp; measurement.</li> </ul>
<b>Skills &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Proficient in Microsoft Office products</li> <li>• Excellent communication skills</li> <li>• Commercial focus</li> <li>• Organisation and planning</li> <li>• Problem solving</li> <li>• Strong self-awareness</li> <li>• Ability to communicate in Welsh (desirable)</li> </ul>