



Marketing Executive

Department: Marketing

Reporting to: Marketing Manager

Contract: Permanent

Location: Your place of work will be between Farleigh House & The Rec whilst working from home on occasions.

MAIN PURPOSE

As part of Bath Rugby's Marketing team, you will be implementing and evaluating the Marketing plans across all channels aligned to the company's vision and core business objectives. You will be part of the team creating highly personalised and memorable experiences for our supporters. You will be utilising data insights to optimise performance and enhance user experience.

ROLE AND RESPONSIBILITIES

- To manage and deliver the supporter experience for all home fixtures from identifying the theme through to on the day execution and evaluation of results.
- You will be the curator of our digital properties, ensuring the content and journeys reflect our goal to provide supporters with a memorable, personalised digital experience.
- Using Google Analytics and other analytical tools you will be continually analysing performance and user behaviour.
- Working with our agencies you will be a critical part of the team that will help create campaigns using a delicate mix of paid, earned, and owned media to deliver against agreed objectives and KPIs.
- Fan experience is crucial, so you will be using direct feedback and analytics to be continually making improvements.
- You will identify new marketing tactics that will support the wider business objectives.
- You will be reviewing all our channels to ensure that our supporters can easily find the information they are looking for; continually enhancing the customer experience.
- Working closely with our Communications, Creative and Partnerships teams you will be creating new innovative content that will be implemented to ensure that it achieves the perfect mix of customer and business objectives.
- You will be responsible for creating email campaigns for a variety of different audiences, using data segmentation and personalisation tactics and creative brilliance to increase engagement.
- Working closely with internal stakeholders and external partners you will help deliver structured and tailored email communications to help achieve commercial goals.
- By using automation and triggered email campaigns you will strive to improve efficiency and timely communications.
- Using tactics such as surveys and forums you will be the curator of the customer voice, enabling us to prioritise and implement important areas of improvement.
- Plus, any other duties that may reasonably be required by Management.

WHAT YOU WILL BRING TO THE TEAM

We would love to hear from you if everything you have read above excites you. You don't have to love rugby, but it will help to have a good understanding of it.

Curiosity is key. We love people who have a huge appetite to learn.

bathrugby.com



You are more likely to get an interview with us for this role if you have most of the following:

- Minimum of one year in a fast-paced consumer facing organisation within the Marketing department or a degree in Business Management/Marketing or similar
- Experience of using Google Analytics and other analytical tools
- Experience managing third-party agencies to help deliver business objectives
- A basic understanding of HTML
- Good knowledge of how to use eCRM tools such as Dotdigital
- Success with a variety of data strategies such as segmentation, acquisition, and retention
- Strong copy writing ability and proofreading essential

BATH RUGBY VALUES

Can-Do, if it can be done

- We do everything we possibly can, in line with the ambition and aims of the club
- We do it on time and to the best standard
- We are known for being dependable
- We don't promise things we can't achieve
- We talk '*Above the Line*' at all times

Care

- We are proud of what we do
- We feel an emotional connection with the club and want to be part of its success
- We have integrity and do the 'right' thing
- We respect and look after our colleagues

Relentless to Improve

- We steal others' great ideas with pride
- We break the boundaries
- We learn and develop to become experts in our field
- We teach, role model and develop our colleagues

Tight as a Team

- We are tight and have each other's backs
- We support each other in their jobs
- We are considerate of the challenges others face
- We collaborate, communicate, and socialise with other departments

HEALTH AND SAFETY

- To comply at all times with the Health & Safety regulations and safe working practices in accordance with current legislation and as detailed in the Company's Health & Safety Policy and Procedures.
- To comply at all times with the General Data Protection Regulations in accordance with current legislation and as details in the Company's Privacy Policy.

It should be noted that the job description may be changed from time to time as the business or department develops. Such changes will, however, be discussed with you.



Signed – Job Holder: Rachel Risdale

Signed – Immediate Manager: David Ayres

Date: 12/08/2022

BENEFITS

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| Cycle to Work Scheme | Excellent Gym Facilities | Staff Lunch* | Health Cash Plan | Qualified Mental Health First Aiders | Free Kit | Complimentary Tickets | Enhanced Maternity, Paternity & Adoption Provision | Local Discount | 25 days + Bank Holidays |

**subject to date and kitchen staff availability/schedule*