



JOB DESCRIPTION

Position:	Marketing Executive
Location:	Based at; <ol style="list-style-type: none"> 1. Farleigh House, Bath 2. The Recreation Ground, Bath – Matchdays & relevant meetings
Main Purpose:	<p>The development and ownership of the CRM strategy for Bath Rugby Club and the Stadium for Bath aligned to the long term and seasonal business objectives.</p> <p>Ownership Bath Rugby's brand integrity both internally & externally through all forms of communication.</p> <p>Support in the delivery of the match day experience, including The Clash showcase fixture at Twickenham.</p> <p>Account management of external commercial partners to create tangible brand value for all parties.</p> <p>To proactively share work load across the team, in particular the Marketing Executive, (Project Manager for The Clash) supporting key work flows but also to benefit from shared learning and personal development.</p>
Job Role:	<p>CRM & Evaluation</p> <ul style="list-style-type: none"> • Ownership of the seasonal CRM strategy (incorporating all commercial departments), including scheduling, building, testing and distributing for Bath Rugby & Stadium for Bath ensuring alignment across all communication channels. • To manage the external CRM agency relationship and internal communication of campaign results. • Deliver effective, engaging, responsive communications to our marketable database ensuring accurate segmentation of data, accuracy of information and delivery on a timely basis. • To ensure all campaigns are analysed & evaluated against the objectives of the campaign and areas for development are identified and reported to the Marketing Manager / Marketing Director on a regular basis. • To use customer insight and performance data to evaluate all elements of the marketing mix, in which this role is accountable, to recommend and refine the

advertising and branding strategy, increasing penetration and awareness of Bath Rugby.

Brand Guardian:

- To act as brand guardian both internally and externally for all marketing collateral, internal documentation and signage/branding at The Rec and associated premises.
- To direct the development of creative executions, working closely with the internal and external graphic design teams to support marketing activation. This role to span Bath Rugby match fixtures, events, retail campaigns, hospitality experiences and community programmes. All campaigns are to be considered and planned against the identified audience profile. This will include management of creative agencies.
- To support and work closely with the Communications Manager on campaign planning and creative content generation (video & graphic content) for all social media platforms, aligned to the core business objectives and marketing calendar.

Website:

- To be responsible for the BR.com website content management including, third party agency management, design development, copy and functionality development updates. To take ownership of the functionality of the SEO (to affect the online visibility of the website), identify consumer trends for website usage and recommendations for further improvements.

Matchday Operations:

- To support the coordination and operational logistics for the execution of the match day experience at all home fixtures.
- To closely support the delivery of The Clash project as directed by The Clash Project Manager.

Commercial Partnerships:

- To account manage commercial partnerships, as identified by the Marketing Manager, ensuring marketing campaigns and partner engagement are aligned to all parties objectives including matchday activity, CRM, comms and digital activity.

General:

- To take on ad-hoc tasks as required by the business to support key trading periods and/or events.
- The delivery of agreed financial KPI's.
- The delivery of quality standard KPI's.

People

- Ensure SMART objectives and appraisals completed annually.
- To take a positive, innovative and proactive response to taking on ad hoc projects as required by the business.

Reports to:	Marketing Manager
Candidate Requirements:	<p>Minimum of 2 years in a fast paced consumer facing or sporting organisation within the Marketing department.</p> <p>Thorough understanding and a proven record of effective CRM marketing including campaign planning & analysis skills.</p> <p>Excellent evaluation and analysis skills together with strong organisational & time management ability.</p> <p>A high degree of personal motivation and drive is essential.</p> <p>Strong copywriting ability and proof reading essential.</p> <p>Candidate expected to demonstrate diligence and thorough attention to detail.</p> <p>Excellent communication skills and proven ability to work effectively in a team and on own merit.</p> <p>Expected to be able to demonstrate a high level of independent thought and creative thinking.</p> <p>Candidate to be located locally, within reasonable drive time.</p>

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.

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

.....Immediate Manager

Date