



Job Title:	Hospitality & B2B Marketing Manager
Department:	Business Affairs
Reporting To:	Head of Marketing
Hours:	35 hours, Mon – Fri – 9 a.m. to 5 p.m.
Location:	St Andrews
Contract:	Full time - Permanent
Salary:	DOE - Competitive
Job Purpose	
<p>The R&A, which runs The Open and governs the sport of golf worldwide with the USGA, is looking for a Hospitality & B2B Marketing Manager. The successful candidate will join an expanding team in a progressive, world class organization. You will create marketing strategies and coordinate the delivery of aligned activities to support the sales of Hospitality and Premium Ticket products for The Open and selected other professional championships staged by The R&A. The successful candidate will be a marketing professional with previous experience of working in the events industry and a proven track record in providing creative ideas and marketing solutions to achieve commercial targets. The preferred candidate while expertly produce a range of materials and marketing tools to most effectively communicate the range of premium experiences available across a range of brand platforms both on and offline.</p>	
Job Description	
ROLE AND RESPONSIBILITIES	
<p>Core responsibilities will be but not limited to:</p> <ul style="list-style-type: none">• Promotion of key premium experience products including Hospitality and Premium tickets for key R&A Championships.• Develop and execute effective marketing campaigns for The Open Hospitality and other R&A brand platforms to produce demand and generate sales leads.• Lead design and production of sales and marketing collateral including but not limited to brochures, presentations, direct mail and point of sale merchandise to drive awareness of range of products.• Produce and supply marketing tools and sales literature to official suppliers including Hospitality and Travel agents.• Support the R&A’s internal sales teams in the promotion of Group Sales (golf clubs, sports societies, youth groups) for ticketing and hospitality.• Provide key insights into the most effective means of driving new sales leads and conversion among a B2B audience to support corporate hospitality sales.• Lead the creation and provision of online and offline marketing tools and content across the R&A’s brand channels to drive audience engagement and sales.• Write copy for a range of marketing platforms including The Open website, CRM (e-mail content) and Social Media including promotional material and sales content using the appropriate tone of voice.• Utilise customer data and CRM communication effectively to drive sales and retention for The Open.• Pro-actively seek potential routes to market and support lead generation through engagement with partnerships and other tactical agreements both in the U.K. and internationally• Recommend and coordinate the appropriate level of investment in advertising and other marketing tools to ensure return on investment.• Recommend the optimal digital marketing activities for campaigns to support direct sales and engage consumer audiences in a targeted way. inc. websites, social media presence, paid search, SEO, PPC, etc.	



- Play a vital role in the design of key premium experience products and the delivery of those experiences through design and production of facilities, ticketing assets and menus.
- Liaise with agencies and R&A colleagues to develop and deliver cost effective programmes of activity to maximise engagement in all marketing campaigns.
- Support sales team by providing feedback on market trends, new product information, client analysis, competitive analysis and customer data management.
- Continually analysing the results of marketing activity to improve effectiveness of campaigns
- Attending industry trade shows and events and networking
- Data purchasing based on customer research and market trends to support the sales team
- Benchmarking – regularly monitor the digital activity of other golf and sports brands across international markets to support our aspirations of ‘best in class’ digital marketing performance.
- Assist the R&A’s Head of Marketing in developing key marketing strategies and campaigns.
- Other relevant projects or tasks as required.

QUALIFICATIONS AND EXPERIENCE

- A degree level qualification in marketing, communications or a related or relevant discipline (essential).
- At least three years’ experience of working in a commercial Marketing environment.
- A well rounded knowledge of the Marketing mix.
- Proven experience in development and delivery of B2B marketing strategies.
- Experienced in managing external agencies and content providers in a range of marketing disciplines.
- Excellent communications skills
- Experience of crafting effective commercial sales messaging
- Good IT skills, including experience of working with content management systems, CRM and a range of online communications channels
- Knowledge of traditional media channels, provision of advertising creation and media rights negotiation (desirable but not essential)
- Proven budget management experience.

PERSONAL QUALITIES

In addition, the successful candidate will require:

- A willingness to learn and take on new ideas.
- Self-motivated and proactive and ready to work as part of a small team.
- Creative and innovative.
- The ability to work to tight deadlines and under pressure.
- Good interpersonal, organisational and planning skills.
- Attention to detail and a penchant for accuracy.
- A willingness to work outside normal working hours when necessary.
- Flexibility to work from championship locations, throughout the UK and overseas, when required.
- A passion for golf and a good working knowledge of the sport.

To apply for this vacancy, please send your c.v. and covering letter, stating your salary expectations to:

Caroline Lee – recruitment@randa.org by Friday 6th October 2017.