

Job Title:	Marketing Manager (Event Day)
Department:	Commercial
Reporting To:	Sales & Marketing Director
Hours:	35 hours, Mon – Fri – 9 a.m. to 5 p.m.
Location:	St Andrews
Contract:	Full time – Permanent

Job Purpose

The R&A, which runs The Open, AIG Women's British Open, and governs the sport of golf worldwide with the USGA, are recruiting an Marketing Manager to lead the planning and execution of its B2B and B2C campaigns for its major events.

The role requires an individual with a track record of marketing success, who is able to engage and convert audiences through creative campaigns, networks and partnership which deliver growth across core revenue streams (e.g. Ticketing, Hospitality and Retail), as well as enhancing the event day experience aligned to The Open and AIG Women's British Open brands.

Commercial as well as creative, the individual will fashion a space which makes The Open and AIG Women's British Open relevant for both existing and new audiences, ensuring the on-going commercial growth of these events allowing The R&A to reinvest back into the sport of golf.

Reporting into The R&A's Sales & Marketing Director, working closely with the Marketing Manager (Non-Event Day), the individual will be responsible to grow The Open and AIG Women's British Open reach, drive event day commercial returns, and critically, boost the experience and reputation of The Championships and The R&A.

Job Description

ROLE AND RESPONSIBILITIES

Responsible for the marketing of Ticketing, Hospitality and Retail across The R&A's major Events

- Creation of the overall marketing plans related to core commercial revenue lines for The Open and AIG Women's British Open
- Management of budget to deliver the desired reach and revenue targets
- Lead a team of R&A and 3rd party agencies to deliver desired outcomes
- Work in partnership with the relevant Heads of Functions (Ticketing, Hospitality, Retail) as well as the Staging Teams to achieve key KPI's

Marketing Execution

- Drafting of detailed marketing plans aligned with on-sales timelines thought collaboration with the Heads of Functions
- Manage, agree and deploy campaigns which utilise the most suitable channels (above and below the line) to balance awareness with conversion
- Identify new and innovative ways to drive cross and up sell revenue from engaged audiences
- Define relevant campaigns performance KPIs targets to support spend and performance tracking – working closely with the Commercial Insight Function and Sales & Marketing Director
- Development of The Open and AIG Women's British Open ticketing networks and strategic partnerships to expand reach and drive sales conversion from new audiences

- Co-ordination of 3rd party suppliers to deliver required assets, creatives and insights to drive targeted results across campaigns
- Build and execute marketing communications across owned and brand channels

Channels & Product Management

- Identify requirements to optimise customer journeys for event day marketing and work with Channel Manager to define and deploy these
- Work with Commercial Insight function to track, understand and react to performance throughout the course of a campaign
- Alignment with Content team on assets and creative required and timelines for deployment
- Partner with Heads of Ticketing and Hospitality to define the most suitable approach to engaging and converting purchasers, optimising the buying journey they will take based on the product purchased
- Input and understand the core brands and how to portray these through Campaigns, working closely with the Brand Manager and 3rd party agencies to execute the brand strategy

Event Week

- Deliver journeys that support the growth of NPS and supports the best event day experience in sport
- Support the delivery of performance reporting during event weeks
- Proactively manage key messages to target audiences related to event day revenue streams
- Oversee the Net Promoter Score and survey for attendees and retail

EXPERIENCE AND EXPERTISE

- Proven experience in structuring and overseeing the delivery of impactful campaigns and marketing content, which drives strong conversion while operating within budgets
- Track record of leveraging insight and data to optimise budget spend and campaign distribution to engage and monetise relevant audiences
- Strong understanding of performance analytics and the application of these to shape and guide marketing activities
- Track record of using a blend of social, digital and above the line channels
- Commercial thinker who is collaborative in nature
- Experience in partnering and managing 3rd party agencies
- Thorough understanding of marketing strategies

To apply for this vacancy, please send your c.v. and covering letter, stating your salary expectations to Susie Crocker on recruitment@randa.org by the closing date of midday on Friday 24th January 2020.

How your information will be used

In order to progress your application, for administrative purposes, The R&A will record, keep, and hold the personal data which you have provided in this application stored in our Human Resources files. Your data will not be transferred to any third parties outside of The R&A group companies. If your application is successful, The R&A will hold this data as part of your employee record which will be stored on the basis of our Privacy Policy. In the event that your application is unsuccessful, we will hold the application form and the data contained for three months in case of a future vacancy which we may invite you to apply for, following which we will delete it.

If you have any questions about The R&A's use of your data, please contact us.

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.