

<b>Job Title:</b>	Marketing Channel Manager
<b>Department:</b>	Commercial
<b>Reporting To:</b>	Sales & Marketing Director
<b>Hours:</b>	35 hours, Mon – Fri – 9 a.m. to 5 p.m.
<b>Location:</b>	St Andrews
<b>Contract:</b>	Full time – Permanent
<b>Job Purpose</b>	
<p>The R&amp;A, which runs The Open, AIG Women’s British Open, and governs the sport of golf worldwide with the USGA, are recruiting a Marketing Channel Manager to add to the capability of their Content and Marketing Department.</p> <p>The Marketing Channel Manager will work with the Commercial and DDI (Data &amp; Digital Infrastructure) departments to own, and be accountable for the development, management and performance of The Open and AIG Women’s British Open marketing, content and commercial channels. These include the Championship websites, Mobile app, livestreams and social channels. Taking ownership over the future development of these channels to ensure they offer a world class fan experience, while helping to enable the desired commercial outcomes of The Open and AIG Women’s British Open.</p> <p>The successful candidate will be able to use past experience, market and platform trends, as well as analytics and insights, to deliver market leading channels to bring to life The Open and AIG Women’s British Open for our global fan base and Patrons.</p>	
<b>Job Description</b>	
<p><b>ROLE AND RESPONSIBILITIES</b></p> <ul style="list-style-type: none"> <li>• Responsible for delivering the strategic vision for The Open and AIG Women’s British Open owned and paid channels (including websites, app, social, display, widget and livestreams) and platforms (e.g. ecommerce) to facilitate the delivery of commercial targets</li> <li>• Develop, plan, implement and improve channel performance aligned with The Open and AIG Women’s British Open’s commercial and audience strategy through collaboration with the Commercial, Content, Marketing and Brand teams</li> <li>• Proactively identify and investigate new digital optimisation opportunities, including tools, services, processes and vendors</li> <li>• Define and own channel objectives, KPIs and performance metrics</li> <li>• Manage resources, budgets, processes, agencies, and key suppliers in line with operational and strategic plans</li> </ul> <p><b>Channel Innovation</b></p> <ul style="list-style-type: none"> <li>• Collaborate with members of The R&amp;As Commercial Function to identify and enable opportunities to grow an owned and addressable audience</li> <li>• Work closely with The R&amp;As Performance &amp; Insight team to identify and implement recommendations to enhance the experiences provided to fans and Patrons of The Open and AIG Women’s British Open and improve effectiveness and/or efficiency</li> <li>• Build strong relationships with agencies and internal teams to ensure The R&amp;A are deriving the greatest value, innovation and creativity through our owned and paid channels</li> <li>• Identify opportunities to deliver new and/or grow existing revenue streams, defining the business case, roadmap and investment to realise growth</li> </ul>	

- Work with Commercial and DDI teams to align on Channel portfolio strategy for The R&A's major Championships, ahead of preparing an annual budget to feed into The R&A's business planning cycle

#### **Change Delivery**

- Working in partnership with members of the Commercial Function, define and align on business requirements for future channel, analytics and platform development
- Act as the point of escalation within the Commercial function for The Open and AIG Women's British Open channels and platforms
- Collaborate with internal stakeholders and teams on prioritisation of requirements to ensure successful delivery of change to drive commercial, audience and event growth
- Write business requirements and review user stories to feed into delivery teams (either The R&A's own internal functions (DDI) and/or 3rd Party suppliers)
- Working with DDI team to review wireframes, designs and acceptance criteria to ensure solutions will deliver the desired business outcome
- Partner with delivery teams to provide them with steer, guidance and final approval on commercial and operational capabilities and functionality related to channels

#### **Reporting & Optimisation**

- Oversee the planning, execution and reporting of channel performance against a defined reporting framework
- Create, in partnership with the Performance & Insight team, an optimisation roadmap for owned and paid channels
- Responsible for the provision of Event Week reporting for The Open and AIG Women's British Open channels during the Championships
- Track and ensure the delivery of contracted sponsorship rights to The Open and AIG Women's British Open Patrons
- Plan and execute a programme of continuous improvement for owned and paid channels across the core customer journeys, using customer and market insight and segmentation to enhance natural search (SEO), aggregators and affiliates, digital content, PPC, programmatic display, social campaigns and e-commerce

#### **Channel Advocate**

- Champion and articulate vision for Commercial marketing channels while managing stakeholder expectations and requirements
- Manage & influence colleagues to adopt a digital-first thinking related to audience engagement and experience
- Build and maintain strong relationships with multiple stakeholders across The R&A and its agencies, gaining their buy in and engagement to support The R&A's growth strategy
- As part of the Commercial Function's Content & Marketing team, help to shape, execute and champion the groups commercial, customer and campaign strategies
- Work with stakeholders at all levels ensuring stakeholders are engaged, consulted, informed and aligned on future product enhancements

#### EXPERIENCE AND EXPERTISE

- Strong understanding and experience of Google Analytics and Sitecore
- Experience in supporting the growth of social audiences and launching and/or scaling a B2C native app
- Experience of SEO, covering content, on-site, outreach and tactical SEO strategies in competitive sectors.
- Strong UX/voice of the customer skills
- Knowledge of content marketing tactics
- Excellent listening, verbal and written communication skills and the ability to interact professionally with a diverse, geographically dispersed group including executives, managers and subject matter experts
- Strong technical and problem-solving ability
- Experience of working in a digital first environment and/or working within an Agile environment
- Keep stakeholders up to date about progress, as well as helping the development teams see the wider picture

*To apply for this vacancy, please send your c.v. and covering letter, stating your salary expectations to Susie Crocker on [recruitment@randa.org](mailto:recruitment@randa.org) by the closing date of midday on Friday 21<sup>st</sup> February 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.