

## Marketing Manager Job Description

Job details	
<b>Job title:</b>	Marketing Manager
<b>Location</b>	Bristol Rovers football club, Memorial Stadium Filton Avenue Bristol BS7 0BF. You will also be required to attend home match days as and when required
<b>Hours:</b>	37.5 hours per week (this is a Senior position; flexibility and occasional additional or unsocial hours are a requisite of the role) . You will be expected to work all home matchdays.
<b>Responsible to:</b>	Head of Media
<b>Team:</b>	Media
<b>Responsible for:</b>	N/A
<b>Job Purpose:</b>	<p>As Bristol Rovers' Marketing Manager, you will take responsibility for conceptualising, developing and cultivating the Club's marketing strategy, ensuring that all opportunities for new revenue generation across partnerships, retail, ticketing, hospitality, venue sales and the Club as a whole are maximised.</p> <p>You will oversee the development and execution of marketing initiatives and paid strategy, including but not limited to social media, website advertising and email marketing, while working closely with the Director of Commercial and Revenue and the Media Department to maximise brand visibility for Bristol Rovers Football Club.</p>
<b>Working conditions</b>	Office based.
<b>Remuneration details</b>	Competitive salary and benefits
PRINCIPLE ROLE AND RESPONSIBILITIES	
1.	Effective management of the Club's CRM systems
2.	Follow up on sales leads to distribute to the internal sales teams from leads obtained from the Club's CRM system.
3.	Lead digital sales campaigns such as shirt launches and season tickets
4.	Management and distribution of Bristol Rovers Football Club newsletters to B2C and B2B databases
5.	To ensure all commercial revenue streams are appropriately marketed via all available internal channels.
6.	Develop and maintain a monthly email marketing calendar



7.	Use social media to help to grow commercial revenues
8.	Use paid social advertising to enhance the reach of campaigns and target specific audiences
9.	Ensure Bristol Rovers Football Club is fully GDPR compliant
10.	Ensure Bristol Rovers meets all EFL requirements and is fully compliant with league obligations
11.	To work closely with the Club Media team on all required marcomms activations

## Person Specification

Knowledge		Essential	Desirable
1.	At least two-three years of marketing experience, within a relevant industry is desirable		✓
2.	Strong understanding of brand development, digital marketing, and e-commerce		✓
Skills		Essential	Desirable
3.	Budget Management experience.	✓	
4.	Demonstrable experience in developing and leading campaigns		✓
5.	Proficient in using marketing analytics tools and web management systems	✓	✓
6.	Ability to translate audience research and insights into powerful recommendations, effective marketing plans, and clear campaign briefs.		✓
7.	Excellent communication, leadership, and project management skills.	✓	
Other		Essential	Desirable
8.	Excellent IT Skills.	✓	
9.	Creative, innovative, and willing to take initiative	✓	
10.	Able to work outside office hours as suits the venue needs	✓	
Personal Attributes/Values		Essential	Desirable
11.	Resilient, with the ability to handle adversity and challenge in a positive way.	✓	
12.	Highest levels of personal integrity and ability to maintain trust, sensitivity, and confidentiality.	✓	



13.	Able to work independently and as part of a team.	✓	
14.	Flexible and adaptable attitude towards work.	✓	
15.	Innovative thinker with a drive to continually improve.	✓	

**Safeguarding Statement**

Bristol Rovers Football Club is committed to safeguarding the welfare of children and adults at risk and require all employees to share this commitment and promote the welfare of these groups. Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory Enhanced DBS Check (with children's barred list check) and references.

**Equality Statement**

Bristol Rovers Football Club is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, religion or belief(s), gender, gender identity or expression, sexual orientation, marital status, disability, age or with regards to pregnancy or maternity.

Email Cover letter and CV [recruitment@bristolrovers.co.uk](mailto:recruitment@bristolrovers.co.uk)

Closing Date of Applications:- November 1<sup>st</sup> 2024

