

We are looking for a Marketing Executive to join our team at Exeter Rugby Club.

The role's primary responsibility will be to market the Chiefs Men's and Women's ticket sales and retail merchandise via digital channels. However, there will be exposure to all Exeter Rugby Club brands such as, Sandy Park conferencing, Sponsorship, the Exeter Chiefs Foundation and the Community Chiefs team.

You will work directly with the Marketing Manager on implementing tactics within sales cycles for games. A data led approach is core to what we do, experience of; managing a CRM platform, campaign analysis and optimisation are crucial. The majority of campaigns will be via digital channels, so you will have to demonstrate expertise in web, SEO, PPC, email and preferably some social marketing.

This is an extremely fast paced environment, you'll have to be flexible, adaptable and reliable. An understanding of Rugby is preferable but not essential. This is an exciting opportunity for anybody wanting to work within elite level sports marketing.

The Role

General Responsibilities:

- Implementation of B2C marketing campaigns to hit ticket sales targets and retail revenue.
- CRM management, ensuring we are always on top of buyer behaviours and trends.
- Email marketing, understanding best practices to achieve the greatest level of response.
- Web, using GA4 to track and improve the customer journey while using SEO and content to increase visitor numbers.
- Manage all aspects of paid advertising, including the creation and maintenance of campaigns, writing ad copy, keyword selection, tracking setup and management of bid strategies.
- Full data evaluation of campaigns to measure success and educate future tactics.
- Produce digital content and sales copy for communications across web, email and social.
- Working with our graphic designer and videographer to create attention-grabbing content and ad creative.
- Assist with marketing activity as required at Sandy Park Events.

Game days are Saturday and Sunday, you'll be required to work a number of these across the season, paid as overtime or TOIL.

Salary up to £28,000 + benefits.