



JOB DESCRIPTION

JOB TITLE:	Marketing Manager
LOCATION:	Sophia Gardens
REPORTS TO:	Head of Commercial

Job summary:

The Marketing Manager

- will be a strategic thinker with a focus on the consumer and building an audience.
- will build the Glamorgan CCC brand, complementing The Hundred team brand and build engaging campaigns to engage a wide audience.
- will build a venue marketing strategy working with the PR & Communications Manager to build a brand and tone of voice to complement the cricket audience at Sophia Gardens
- will be commercially minded and work with the wider commercial and events team to align audience, objectives and achieve ambitious revenue targets.

Nature and Scope of Role

- Lead on development of the Glamorgan CCC and Sophia Gardens brand and marketing activities, including International cricket and all domestic cricket.
- Develop a campaign strategy for the Sophia Gardens venue, ensuring campaigns are aligned with cricket audience development.
- Execute best in class campaigns include managing the briefing process for copy, creative working with the graphic design consultant.
- Work with the ECB Cardiff Fan Engagement Manager to ensure the Glamorgan CCC and international cricket portfolio complements The Hundred team brand at Sophia Gardens.

- Work alongside the new digital steering group to ensure Glamorgan CCC at the forefront of innovation and digital and marketing trends
- To identify new commercial opportunities, and provide creativity and innovation to grow and develop the Glamorgan ticketing, sales, merchandising and other businesses in line with the 2020-2024 commercial strategy.
- To optimise Glamorgan's digital strategy with a focus on experience for attendees and remote followers as well as leading the relationships with outsourced marketing partnership, Two Circles.
- Grow the Glamorgan CCC and Sophia Gardens database using engaging competitions based on insights and work to create unique customer journeys for community and corporate customers.
- Keep a watching brief on and make recommendations with regards brand development. Following strategy guidelines, create clear brand messages and USPs which are promulgated across all marketing campaigns.
- Work with the PR & Communications Manager to review the creative and design agency relationships, presenting a strategic vision for 2020-24.

Key Working Relationships

- CEO / Director of Cricket
- Senior management team
- Glamorgan CCC Committee
- Glamorgan CCC staff
- Welsh Government
- Local Authorities including Cardiff City Council
- Sponsors and commercial partners
- Box holders
- Business Club Members
- Glamorgan CCC Members
- Media and broadcast partners
- Cricket bodies including ECB, Cricket Wales and community clubs

Role KPI's

- Digital/Data Strategy and Insight – 60%
- Audience and Brand development – 30%
- Leadership – 10%

Personal Attributes

Essential

- Educated to degree level and evidence of further study and/or additional qualifications in marketing
- At least 4 years' experience of marketing with a brand or brands of reputable standing.
- A track record of proven delivery, demonstrating both creative and analytical skills

- Successful line management of at least one team member
- An ability to manage projects with two or more stakeholders using a collaborative and professional approach and to operate well under pressure
- An ability to work independently and take decisions – but know when to seek guidance - and deliver to deadlines
- Experience of managing budgets and maximising their effectiveness

- Proven skills in the following areas:
 - Communication and literacy, including writing creative and engaging copy,
 - proof-reading and correcting content, presentation and public speaking skills
- An understanding of the briefing and design process, demonstrated by the production of marketing campaigns, including promotional materials
- Relationship management
- Personal organisation and time management: an ability to prioritise, to work flexibly, to work to tight deadlines; to complete tasks

This job description is only a summary of the role as it currently exists and is not exhaustive or comprehensive. The responsibilities and accountabilities might differ from those outlined and other duties, as assigned, might be part of the job.