



## RANGERS FOOTBALL CLUB

### SENIOR MARKETING EXECUTIVE

**JOB TITLE:** Senior Marketing Executive

**REPORTING LINE:** Senior Marketing Manager

**LOCATIONS:** Ibrox Stadium

**CONTRACT:** Full time

#### **THE ROLE**

A unique opportunity has arisen to join the Commercial & Marketing department At Rangers Football Club as Senior Marketing Executive. The full-time position will be based at Ibrox reporting in Senior Marketing Manager.

At the club we are redefining how we push the future of digital & marketing & provide premium experiences and marketing campaign across all fan/supporter touchpoints to drive brand desirability, engagement & sales. You will be part of a consumer focused, diverse team working in a fast-paced environment alongside your peers with a real passion for marketing, sport and our iconic club. With a clear objective to enhance our supporters experience across all marketing touch points.

This Role is responsible for supporting marketing campaigns across all club touchpoints, they will work closely with the wider marketing team to creatively plan, develop & supporting creative campaigns.

#### **PURPOSE OF THE ROLE AND OVERALL RELEVANCE**

As the Senior Marketing Executive, you will work with multiple stakeholders to plan and execute omni-channel marketing campaigns that support commercial targets and brand strategy.



## **KEY RESPONSIBILITIES**

- Conceptualise and Implement innovative marketing campaigns that maximise opportunity for revenue growth within owned product area
- Work closely with SMM to ensure product marketing campaigns are aligned with overarching content and product strategy and goals
- Collaborate with the campaign operations team to ensure ongoing test and learn' optimisation programme to maximise campaign content performance
- Based on data, identify strategic opportunities and propose changes in order to hit and exceed product expectations and KPIs.
- Have the ability to execute a marketing media comms plan.
- Manage the end-to-end creative briefing process and execute flawless briefing tactics to produce premium brand assets that sit within the Rangers FC brand guidelines.
- Collaborate with campaign operations to ensure operationally optimized channel strategy
- Report ROI on campaigns giving stakeholders an insight on success
- Conduct and share competitor research to stay up-to-date with the latest industry trends, activities.
- Ensure all PR related requirements are coordinated efficiently, engaging the relevant stakeholders to execute PR strategy and initiatives
- Attend networking events, and exhibitions
- Ensure seamless communication between commercial, marketing and creative teams to ensure optimized workflows and processes that identify and eliminate the risk of failure
- Guardian of the Rangers FC brand including all associated guidelines, liaising with all departments to ensure consistent and appropriate application of brand assets
- Support the membership programme (domestic & international)
- Support on delivering an integrated marketing plan for 150th Anniversary Celebrations in 2022
- Driving Ticketing, VIP Hospitality & Soccer Academy sales and expansion through cross-channel and impactful marketing activities
- Develop and evolve the eCRM strategy to grow the club's supporter database and manage the email content strategy
- Supporting the Commercial team to increase activation from Official Partners in line with their sponsorship objectives
- Managing and activating retained agencies across Creative, Media, Research & Digital. Setting strategic goals and managing collective cross-agency communication & planning
- Marketing Budget management

## **ABOUT YOU**

- A recognised and experienced marketing professional with 3 year's relevant experience, ideally in the sports industry.



- ability to articulate and influence key strategic decisions, build relationships and manage multiple stakeholders
- A strong strategic mindset and ability to retain the 'bigger picture' view of the club when planning campaigns across multiple business units
- Experience of writing, managing and delivering integrated marketing campaigns utilising a full range of marketing tools and channels
- Experience of briefing a design studio or creative process execution
- Educated to degree level or relevant marketing qualification
- You may have experience of the following: Senior Marketing Executive, Senior Communications Executive, Marketing, Marketing Communications, Digital Marketing, Social Media, Senior Marketing Assistant, etc
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#### **THE CANDIDATE SHOULD BE ABLE TO DEMONSTRATE**

- An ability to work independently and take considered decisions in the best interests of Rangers Football Club
- A proactive approach with close attention to detail and an ability to ensure the efficient delivery of marketing campaigns in a fast-paced environment
- An analytic eye with a flair for building marketing campaigns that are informed by fan insight and data
- A strong appreciation for digital and social media marketing
- Excellent time management skills and ability to multi-task and prioritise work
- A team-player attitude as your job will involve many stakeholders
- Very clear communication and presentation skills
- Fluency in spoken and written English (additional languages are an asset)
- Eligibility to work in the UK

#### **EQUALITY & INCLUSION:**

Rangers Football Club is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.

Rangers Football club also welcomes applications from suitably qualified members of the armed forces family.

#### **GENERAL INFORMATION:**

The candidate must keep up to date with new methods and undertake any necessary internal or external training sessions in accordance with Company Policies and Procedures. Successful candidates will undertake a Basic Disclosure check.



If you can add value to our team please email your CV and cover letter to [recruitment@rangers.co.uk](mailto:recruitment@rangers.co.uk)

THE CLOSING DATE FOR APPLICATIONS IS SUNDAY 4 OCTOBER 2020.