



# RANGERS FOOTBALL CLUB

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### Marketing Manager

JOB TITLE:	Marketing Manager
REPORTING LINE:	Head of Marketing & Brand
DEPARTMENT:	Commercial & Marketing Department
LOCATIONS:	Ibrox Stadium
CONTRACT:	Full time, Permanent

#### BACKGROUND

Rangers Football Club, formed in 1872, is one of the world's longest established and most successful clubs, having won 55 League titles, 34 Scottish Cups, 27 League Cups and the European Cup Winners' Cup in 1972. This collection of titles and cups makes Rangers the most successful club in the world, and it is currently the 9th strongest football brand according to the YouGov UK Brand Index.

Playing at the 50,987 seat Ibrox Stadium and benefitting from the world-class 37-acre training facility, the club has been a dominant force in Scottish football for decades. The club benefits from a famously loyal support and the high volume of season tickets is the foundation of the top 19 best attendances in Europe. It is estimated that Rangers has a global fanbase of 4m, half of which reside in the UK.

#### THE ROLE

An exciting opportunity has arisen at Rangers Football Club to join the Commercial & Marketing department. The Marketing Manager will play a key role across all club campaigns, by ensuring concepts & campaigns are planned and executed across all club channels and physical branding.

The role requires a self-starter, highly motivated individual who can work collaboratively across a matrixed brand organisation engaging with key stakeholders. A strategic mindset coupled with a passion for brand guardianship & creative thinking is essential. As well as the



operational skillset to speak with expert level confidence will be required to be successful in this role.

The Marketing Manager will be responsible for delivering the future of digital marketing across all club campaigns (e.g., match day & ticket promotion, hospitality, partnership activations, kit launches, Edmiston House events, club events, Soccer Academies & stadium branding.) To provide premium experiences across all supporter touchpoints to drive brand desirability, engagement & revenue. You will be part of a consumer focused, diverse team working in a fast-paced environment.

We are looking for someone who has an excellent eye for detail, deploying marketing campaigns & editorial content across all touchpoints. Implementing creative briefs, roll out plans, brand calendars and managing the design process with the inhouse design team throughout.

The role requires an individual with a track record of marketing success, who is able to engage and convert audiences through creative campaigns.

#### RESPONSIBILITIES:

- Create the overall marketing plans related to core commercial revenue priorities. Develop brand calendars in support of the club campaigns seasonally.
- Provide creative briefs to the inhouse design team for all campaigns.
- Experienced in building campaigns from ideation to implementation & roll out planning.
- Support across event dressing & branding of venues
- Physical stadium branding implemented and designed throughout the season.
- Engage with third-party promoters to increase the visibility & appeal of events, maximising revenue whenever possible,
- Liaise with internal departments understanding requirements and briefs to support key activations efficiently.
- Implement systems to ensure a consistently high standard of experience
- To exhibit strong, compelling, and coherent presentation skills.
- Support the Head of Marketing & Design in the development and guardianship of the Rangers F.C. brand. Ensure a consistent & appropriate application of brand assets.
- Take responsibility for the standard of creative output.
- Manage and supervise multiple projects ensuring resources are allocated according to project needs.
- Ensure seamless communication of creative team to ensure optimized workflows and processes that identify and eliminate the risk of failure.
- Develop and maintain a good understanding of Rangers F.C. culture and values and act in the best interests of the club at all times.
- Manage a marketing team across multiple categories.

#### GENERAL INFORMATION:

- Given the nature of the business, this role includes working at both weekends and evening in accordance with the fixture schedule, & events diary.
- A developed sense of discretion & confidentiality is required.



## THE CANDIDATE

The candidate attributes include:

- Ability to articulate concepts and ideas to the wider team or other departments.
- Key eye for artistic and technical composition, timing and detail.
- Excellent communication & staff management skills. Collaborating, supporting & motivating others to be part of a happy and effective team.
- Adaptable to a variety array of creative briefs from all departments across the club.
- Excellent design principles.
- An ability to identify customer demographics in relation to specific events and target marketing accordingly.
- Previous experience in a similar role.
- Familiarity with social digital marketing.
- Ability to work to deadlines and focused attention to detail.
- Strong problem solving skills.
- Ability to work flexibly with own initiative and as part of a team.
- An ability to operate and manage multiple projects concurrently.
- Able to work flexible and unsocial hours including evenings, nights, weekends, & bank holidays.
- Motivate and inspire the creative team to constantly strive for the bravest creativity.

## EQUALITY & INCLUSION:

At Rangers Football Club we are ambitious about diversity and inclusion. If you've got the right skills for the job, we want to hear from you. We encourage applications from the right 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.

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)

**LATEST CLOSING DATE: 5<sup>TH</sup> SEPTEMBER 2023** Please note, we may close vacancies early where we receive significant numbers of applications, so don't delay!