



Marketing Assistant – Role Profile

Founded in 1866, Harlequins is one of **the most iconic rugby club's** recognised around the world and is proud to be a founding member of the RFU, boasting more Presidents than any other club, as well as a healthy dose of current and legendary Men's and Women's international players.

As leaders of the game, we are **ambitious** to build on our success. To do this we move at **tempo**, we are **unconventional** in our thinking and approach and we **recognise the value** that each role in the team plays in delivering success.

Our Marketing team is a central to how we grow our supporter base, build engagement, loyalty and revenue to help the Club to achieve its long-term vision - '**the most admired rugby club in Europe**'. We are digitally the **#1 followed club** in England, selling out all our Men's Home matches, but there is huge scope for growth across the Club to grow further through Marketing support.

The role in brief:

To work with the Marketing and wider MarComms teams to grow the reach and impact of the Harlequins brand, growing our fan base through the development and delivery of engaging supporter-facing projects across the Harlequins product suite as well as provide vital team support.

The Details:

- Permanent Contract
- Full time - you may be required to on occasion support on matchdays
- Based at our Head Office at The Stoop in Twickenham
- Reports to Marketing Manager
- Direct reports – None

The Responsibilities:

- **Harlequins Community Rugby Marketing** – Support the Community Team to drive growth, engagement and participation across all products such as Residentials, Camps and Masterclasses. Hit match specific community ticket sales targets, through the development of a seasonal calendar and corresponding marketing plans, activation toolkits, promotional assets and targeted campaigns. Work with key marketing and community stakeholders to bring to life the community newsletter, web pages, pre- and post-event communications and surveys to drive continuous engagement and improvement across all products.
- **Event Marketing Toolkits** – Where required, support the Commercial and Conference & Events teams to drive sales for projects and events throughout the season (e.g. Christmas markets, stadium hire events, golf days, dinners) through the creation of marketing toolkits, including branding support, content development and coordinating comms through Club channels.

- **Matchday Branding** – Lead the process to create and collate content for the stadium big screen and LEDs, supplying them to the matchday presentation agency at Harlequins home matches across the Men’s and Women’s teams, and on occasion stadium hire events. Ensure that a clear and effective process is in place for the checking of content ahead of matchdays.

- **Matchday PA Scripting** – Lead the process for collating key Club messages and fan requests in relation to matchdays at The Stoop, drafting them into a clear and engaging script for the matchday commentator, across Men’s and Women’s matchdays. Ensure that the script is circulated to relevant stakeholders in a timely manor to allow for amendments.

- **Content management of stadium screens** – Responsible for content management of the TriplePlay (IPTV) screens around the stadium. This includes collating content for Harlequins matchdays, working with colleagues to tailor it by location, stadium hire events and non-matchdays when key clients, partners or guests are using the stadium. Ensure that a clear and effective process is in place for the checking of content ahead of its delivery.

- **Big Game & Big Summer Kick-off Content Management & Scripting** – Lead the process to create and collate content for the Allianz Stadium big screens, IPTV screens and LEDs, supplying them to the matchday presentation agency. Lead the process for collating Club messages and fan requests in relation to Big Game and Big Summer Kick-off, drafting them into a clear and engaging script for the matchday commentator. Ensure that a clear and effective process is in place for the checking of content and scripts ahead of matchdays.

- **Harlequins Women’s Marketing Support** – Support the Marketing Manager in the key Club objective to grow the Women’s rugby audience. This will include supporting on integrated marketing campaigns to maximise awareness, engagement and ticket sales of Harlequins Women’s matchdays at The Stoop and key campaigns such as The Game Changer.

- **Website Content Updates** – Support Marketing team by regularly reviewing and updating website content in support of marketing programmes

- **General Team Support** – Support the wider marketing and MarComms team with ad-hoc projects and administrative tasks throughout the season, for example arranging headshot photo edits, ad bookings, or printing projects.

- **Brand** – Ensure Quins brand guidelines are delivered consistently/ act as a brand champion and support with ad-hoc brand requests from internal and external stakeholders.

- **Data Focus** - Establish a data focused approach across projects:
 - An ‘always on’ and consistent process for campaign analysis across the marketing team to demonstrate campaign ROI across campaigns.
 - A focus on data capture and growth of Harlequins fan base, leveraging Two Circles to drive a culture of data capture at all possible touchpoints in order to significantly grow the database of engaged fans to achieve agreed KPI’s

- **Stakeholder Management** – Where applicable, manage creative agencies and support staff for relevant projects such as Ticketmaster Value In Kind advertising

The Key Performance Indicators:

- **Creative development:** Timely delivery of best-in-class creative campaigns
- **Tactical marketing campaigns:** Implementation promotional tactics in support of agreed targets
- **Matchday branding/'presentation':** Excellent management of internal stakeholders and third parties to consistently hit deadlines for matchday items (script, LEDs, big screen, IPTV), with up-to-date and accurate content included in support of wider business narrative and objectives
- **Collaboration:** Through careful prioritisation, work with colleagues across the Club on key strategic initiatives in support of continuous growth
- **Relationships:** Strong working relationships with stakeholders across the club, both internal and external, to support project delivery and overall enjoyment

The Skills, Experience and Qualifications needed:

- Degree, equivalent qualification, or relevant experience in marketing is desired
- Strong written communication and attention to detail with high levels of accuracy
- Self-starter with the ability to take initiative, capable of working independently but also collaboratively within a team environment with strong interpersonal skills
- An innovative, solutions focussed mindset
- Organisation skills, proactivity and you are able to plan effectively
- Ability to work within pressured environments and situations.
- Understanding of the sports industry and experience of working within it would be advantageous
- Previous experience in an office environment is preferred

The Culture and Behaviours we look for:

- **Tempo** – can act with urgency and has the ability to quickly adapt plans and multi-task according to the environment which rapidly evolves in sport. Fast learner with an appreciation of the necessity to meet deadlines
- **Relate** – committed and enthusiastic team player with willingness to 'muck-in'. Demonstrates the ability to work with a diverse group of individuals, at all levels by displaying high emotional intelligence and collaborative behaviours. Contributes to a club wide mentality, and positive culture, with the ability to own and develop relationships, both internally and externally
- **Unconventional** – creative 'out of the box' thinker with a desire to approach and solve differently, confident in bringing new ideas to the table, reflecting the courageous and pioneering nature of the Club. Thinks innovatively to leverage internal and external rugby and sporting agenda to support Club projects
- **Enjoyment** – creates the right balance of 'work' and 'play' with key stakeholders and knows how to switch between the two to get the best out of everyone creating a great team environment

Closing Date for applications: **13 November 2024**

Interview Date: **Week commencing 18 November 2024**

Harlequins 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.

