

Job Description

<u>Role Title:</u>	Marketing Executive
<u>Reports to:</u>	Head of Marketing
<u>Department / Area:</u>	Marketing, Communications & Digital
<u>Location:</u>	The Ageas Bowl & Hilton at The Ageas Bowl
<u>Contract:</u>	Full Time

ROLE PURPOSE

To assist in the effective delivery of The Ageas Bowl's marketing plan for all of the venue's leisure and non-cricketing products.

In doing so, day-to-day responsibilities will chart and include, but are not limited to the following business areas and products: Hilton at The Ageas Bowl, BEEFY'S by Sir Ian Botham, eforea spa, Boundary Lakes Golf Course, Hampshire Cricket Foundation, Hampshire Wellbeing Centre, Cricket & Event Hospitality, Concerts, Events, Weddings & Conferences.

KEY RESPONSIBILITIES

General

1. Assist in the effective delivery of marketing campaigns and the overarching marketing plan for all of The Ageas Bowl's leisure and non-cricketing products
2. Project manage marketing planning and output for the venue's leisure products, including, but not limited to: Hilton at The Ageas Bowl, BEEFY'S by Sir Ian Botham, eforea spa, Boundary Lakes Golf Course, Cricket & Event Hospitality
3. Project manage marketing planning and output for the venue's non-cricketing products, including, but not limited to: Hampshire Cricket Foundation, Hampshire Wellbeing Centre, Concerts, Events, Weddings & Conferences
4. Help deliver, manage and optimise social media channels and output for the aforementioned leisure and non-cricketing products
5. Project manage marketing campaign delivery and marketing rights activation for The Ageas Bowl's commercial partners and sponsors
6. Develop, execute and report on email and CRM campaigns
7. Regular liaison with retained CRM & Insight partner to ensure efficient use of data and GDPR-compliance
8. Regular liaison and collaboration with Hilton at the Ageas Bowl's commercial team to ensure cross-venue marketing synergies are exploited
9. Ensure all appropriate website and digital content is optimised

10. Deliver, execute and report on above and below the line advertising activities for all appropriate products e.g. outdoor, print, radio / paid search, paid social media, SEO
11. Identify, agree and deliver third party reciprocal marketing partnerships to extend The Ageas Bowl's reach and increase awareness of venue and its offering
12. Develop and maintain appropriate in-venue marketing collateral and sites – including, but not limited to; poster sites, banner sites and permanent signage
13. To assist in the delivery of marketing campaigns and the overarching marketing plan for the venue's cricketing products from time to time
14. Other duties as required. The nature of which will be defined and dictated by the changing requirements of the business

KEY CONTACTS

INTERNAL	Head of Marketing / Marketing, Communications & Digital Department / Sales & Commercial Partnerships Department / Head of Ticketing and Membership / Ticket Office / Operations Department / Catering & Events Department / Hilton at the Ageas Bowl Commercial Team
EXTERNAL	Digital Agency / CRM Agency / Insight Agency / Print Agency / Paid for Media / Brand Teams & Third Parties – e.g. Hilton / Venue Sponsors & Partners

SKILLS AND COMPETENCIES

1. Experience in planning, delivering and reporting on marketing campaigns
2. A passion for customer service and delivery
3. A passion for innovative thinking and problem-solving
4. Excellent administrative and copywriting skills
5. Superb attention to detail
6. High levels of organisation and efficiency
7. Exceptional written and verbal communication skills
8. Product knowledge
 - a. An understanding of leisure and hospitality industries
9. Key team player. The ability to work as a member of a dynamic team but with the confidence to work alone if required
10. Excellent time management and the ability to work to tight deadlines
11. A flexible approach to working hours
12. High levels of reliability, integrity and trust

PLACE OF WORK

- The Ageas Bowl & Hilton at The Ageas Bowl, Botley Road, West End, Southampton, SO30 3XH - Monday to Friday (9am – 5pm) plus matchdays on occasion.

SALARY

- Competitive + Benefits

HOW TO APPLY

Please send a CV and cover letter to recruitment@ageasbowl.com on or before Tuesday 31st August 2021.

A first round of interviews for successful applicants will then take place in early September.