



JOB DESCRIPTION

| | |
|-------------------|-------------------------------------|
| Job Title | Design & Marketing Assistant |
| Reports To | Marketing Manager |
| Department | Marketing, Communications & Digital |
| Location | The Ageas Bowl |
| Contract | Full Time |

Working at the Ageas Bowl

The Ageas Bowl is the South Coast's number one international sport, music and leisure destination. Every year, over 500,000 visitors choose the Ageas Bowl for live sport, music, hotel stays, spa breaks, conferencing and golf.

We are passionate about delivering unrivalled experiences to all of our visitors and this passion extends to our staff, who enjoy a wide range of benefits as part of our close-knit, dynamic and ambitious team.

Role Overview

An opportunity has arisen for a Design & Marketing Assistant to join our Commercial Team. In this hybrid role you will expand our reach by supporting the delivery of our ambitious visitor engagement and marketing plans.

The successful candidate will have knowledge and experience using design software and be an exceptional written and verbal communicator. Some previous knowledge of Digital Marketing or copywriting would be beneficial.

We would welcome applications from anyone who has limitless enthusiasm, an enterprising attitude and a passion for delivering unique visitor experiences.

Role Description

Assist in the effective delivery of insight-led marketing campaigns and contribute to the overarching marketing plan for all of The Ageas Bowl's products, with a specific focus on our cricket portfolio:

- Build email marketing and content campaigns, to raise awareness and sell tickets and hospitality packages for upcoming events.
- Support the creation of a comprehensive end-to-end digital journey for ticket holders, before and after events to build excitement, deliver key information and collect feedback.
- Develop, execute and report on the success of email and CRM campaigns.
- Work with our Digital, Content & Communications team to deliver engaging content, which aligns with our overarching marketing plan.
- Identify, agree and deliver third party reciprocal marketing partnerships to extend The Ageas Bowl's reach and increase awareness of the venue and its offering.
- Identify opportunities and strategies to capture visitor data, to grow our database and enhance our understanding of our customers.



- Assist in maintenance of in-venue marketing collateral and sites, both physical and digital.

Support our Senior Graphic Designer in producing creative assets, which enhance our marketing campaigns and visitor experiences at the venue:

- Support in creating and editing digital marketing assets to bring our brand to life on email, social media and through the Hampshire Cricket App.
- Develop creative assets for the big screen to promote secondary spend, deliver information messages and enhance visitor experience on match days.
- Assist in the creation, development and maintenance of appropriate in-venue marketing sites – including, posters, banners and permanent signage.
- Support the wider team to ensure all of our output complies with brand guidelines.

PERSON SPECIFICATION

Essential

- Experience using Adobe InDesign, Illustrator and Photoshop
- Exceptional written communicator
- Eye for detail, understanding of brand guidelines and how they are applied
- Competent IT skills, confident embracing opportunities to use new software
- Passionate about delivering unrivalled visitor experiences in a sports, leisure and events environment
- Active team player who can build and maintain positive relationships with internal and external partners
- Willingness to work independently and complete specific tasks to deadlines
- A flexible approach to working hours and roles

Desirable

- Experience using Adobe Premiere Pro and/or After Effects
- Formal marketing and/or design qualification

Requirements

- The successful candidate will be required to work a range of flexible hours in line with the event schedule.
- Right to Work in the UK

Remuneration

On Application