

# Job Description

Function:	Sports and Leisure
Position:	Marketing Manager
Job holder:	
Date (in job since):	4/3/2024
Immediate manager (N+1 Job title and name):	Venue Services Director
Additional reporting line to:	Central Marketing team
Position location:	Hampden Park Glasgow

## 1. Purpose of the Job – State concisely the aim of the job.

- Execute & drive the venue's marketing plan and schedule of activity
- Develop B2B and B2C sales and marketing plans to support sales & ops teams to include all localised collateral
- Report on campaigns performance and adapt activity accordingly
- Drive improved sales across all service lines and improve GP (Gross Profit)
- Deliver strong digital understanding and clear go to market strategy

## 2. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Plan and execute annual marketing plan
- Accountability for the annual marketing budget
- Plan and execute social media campaigns
- Plan and execute e-marketing campaigns, traditional marketing and advertising campaigns
- Support seasonal offer changes across food & drink outlets, C&B and Hospitality producing POS, digital POS and all marketing collateral.
- Monitor and report on competitor activity and respond to local market activity
- Report & evaluate marketing campaigns and attend relevant review meetings
- Collaborate with sales and operations teams with agencies and other vendor partners
- Maintain a strong working relationship with the on-site client marketing team
- Ensure that Sodexo brand guidelines are maintained and followed
- Manage website and content

**3. Context and main issues** – Describe the most difficult types of problems the jobholder must face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

- Understand the local market to effectively target customers and demonstrate an awareness of competitor's activity and address immediately with tactical promotions / plans
- Close interface with the sales team to support B2B sales across C&E with effective collateral & drive B2B/B2C sales through the correct marketing channels
- Drive localized digital strategy and collaborate with the Central Digital Marketing Team to ensure any digital campaigns cost effectively drive both B2B and B2C sales
- Organise and implement calendar of events with sales team to drive B2B and B2C sales for all products
- The role will require you to have an understanding of C&E and retail service line delivery and work closely with the central marketing, culinary and operation teams to advise on seasonal packages & offer improvement across both food and drink
- Develop effective POS to drive retail acquisition
- Develop promotions for bar retail areas
- Ensure that all social media feeds are effective, report on each campaign and manage the calendar of activity
- Work with venue client on their marketing channels to drive up-take of our offers
- Have an expert knowledge on GDPR to ensure compliance with data management
- Have a working knowledge of Salesforce to access data and send sales leads to the relevant sales team member
- Work in collaboration with the on-site client marketing team
- Support Hospitality Sales Team with Marketing Initiatives and support on Matchday/Concert Day operational marketing activity.

**4. Accountabilities** – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

- Increase B2B & B2C C&E and retail sales with focus on GP
- Strong digital footprint/results and clear go to market strategy
- Drive customer satisfaction scores through correct market offer/positioning
- Manage Marketing Collateral and Advertising Campaigns

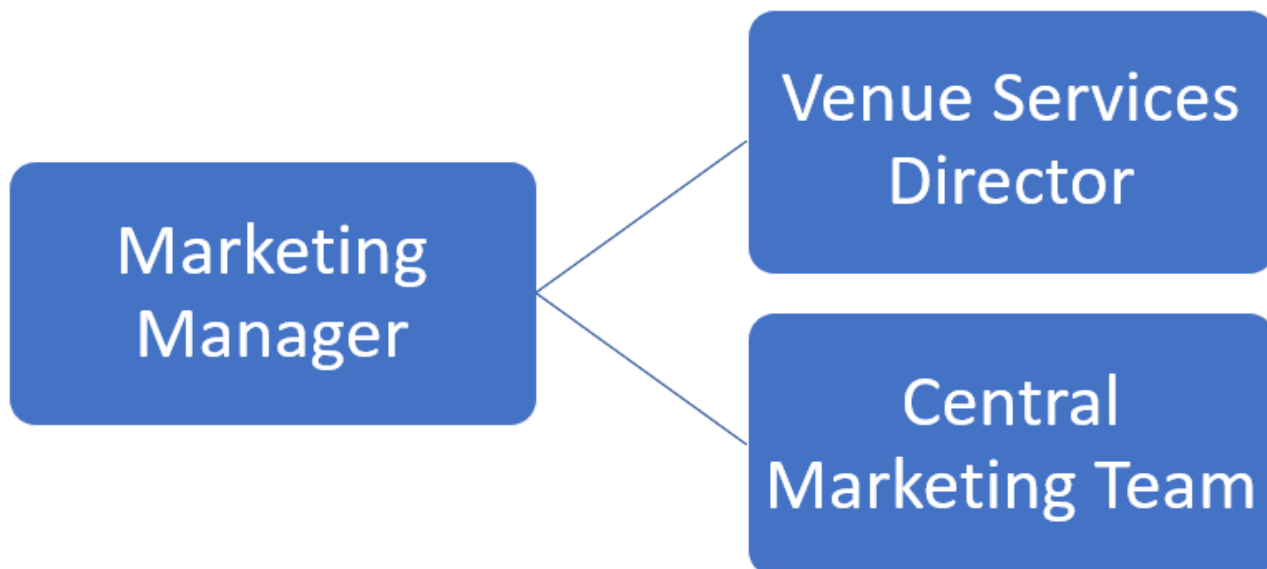
**5. Dimensions** – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

- Job is to support and drive the sales activity across all service lines. KPI's are specific to this area and would support the overall sales and marketing targets for each year for that venue. KPIs would include increase in event bookings, increase retail sales and increase brand awareness and customer satisfaction, strong digital /social presence.

**6. Job profile** – Describe the qualifications (Education & experience), competencies and skills needed to succeed in the position.

- Graduate calibre in marketing or related field preferred but not essential
- Highly creative with experience in identifying target audiences and devising digital and traditional campaigns that engage inform and motivate
- Strong analytical and data-driven thinking
- Up to date with the latest trends and best practices in online marketing, measurement, and the hospitality market
- Sports marketing background preferred but not essential

**7. Organization chart** – Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



#### Levels

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Received:

Date:

Date:

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Job holder

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Immediate Manager

