

# Job Description: Marketing Executive



Function	Sports and Leisure
Position:	<b>Marketing Executive</b>
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Business Development Manager
Additional reporting line to:	Account Manager
Position location:	Headingley Stadium

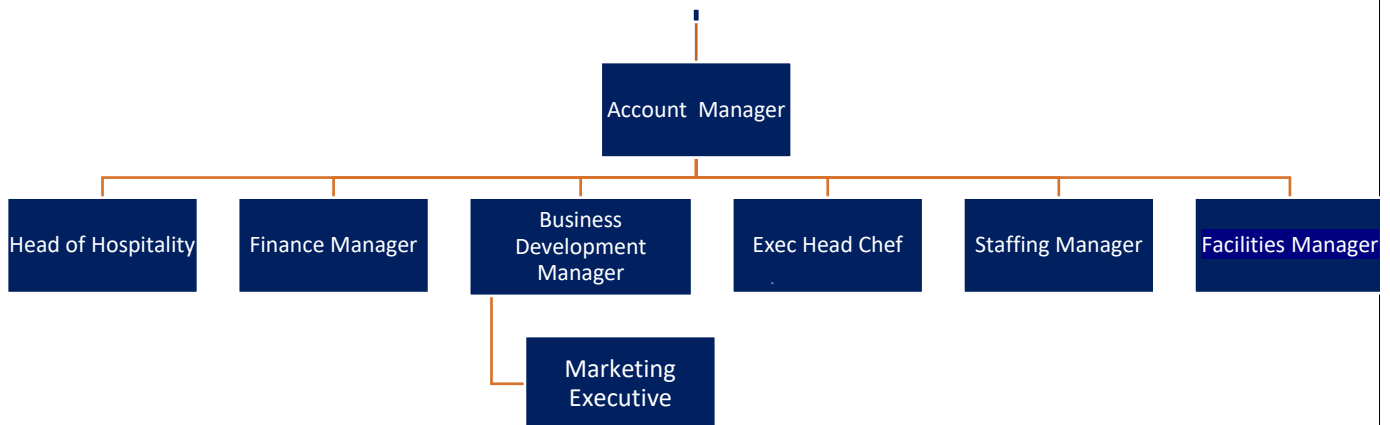
## 1. Purpose of the Job – State concisely the aim of the job.

- Support BDM and AM to drive Headingley Stadium positioning as a market leading venue for C&E in the UK
- Collate and co-ordinate site communication calendar to deliver information for marketing campaigns and promotional activity to drive C&E sales activity and other areas of the business
- Responsible for updating and storing all venue specific marketing assets
- Support BDM & AM to deliver key marketing objectives for all venue events
- Work closely with external and internal digital marketing teams to create engaging campaigns supporting social, newsletter/blog, website content and updates.
- Manage venue specific marketing reporting
- Responsible for copy writing and creating content for e-comms and other marketing initiatives
- Update internal Sodexo channels with up to date PV&E and venue materials and offers

## 2. 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.

KPIS	Revenue	TBC		
	GP			
	Leads			
Characteristics	<ul style="list-style-type: none"><li>▪ Ability to work across many different stakeholders both internal and external</li><li>▪ Ability to manage time effectively and efficiently across multiple projects</li><li>▪ Creative thinker with excellent attention to detail</li><li>▪ Comfortable with relevant digital and ecommerce platforms</li><li>▪ Good awareness of competitors and market trends</li></ul>			

**3. Organisation chart** – Indicate schematically the position of the job within the organisation. 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.



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

- The role will require you to work with many different stakeholders and clients across our venue
- You will be required to work with the C&E sales teams to drive Headingley Stadium Events at site and to the market
- You will need to be able to work across multiple projects simultaneously adhering to deadlines
- You will need to work with external agencies to deliver effective marketing campaigns and actions to drive HSE sales leads

**5. Main assignments** – Indicate the main activities / duties to be conducted in the job.

- Supporting BDM to deliver all C&E marketing activities via the venue Sales and Marketing Plan and Venue Business Plan
- Collaborate with design agencies to create and amend venue marketing assets
- Deliver strong digital understanding and a clear go to market strategy with a strong understanding of customer segmentation to build relevant campaigns
- Auditing and managing content on internal and external websites
- Ensure that all social media feeds are creative and engaging, report on each campaign and manage the calendar of activity
- Working with BDM and AM to deliver successful marketing execution to deliver against venue objectives
- Manage, maintain and utilise data for both venue specific campaigns in conjunction with the digital marketing team
- Proficient use across internal onsite systems and Microsoft Office
- Have a strong knowledge on GDPR to ensure compliance with data management
- Copy writing for a range of marketing activity purposes
- Taking images and creating content from internal and external events
- Build and manage site image library

**6. 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.

- Drive Headingley Stadium Events awareness with strong focus on digital sales and acquisition
- Ensure consistent growth across all digital channels
- Support the venue team to deliver against their sales objectives
- Ensure all collateral and information is on brand, current and effective

**7. Person Specification** – Indicate the skills, knowledge, and experience that the job holder should require to conduct the role effectively

- At least 2 years B2B marketing experience in the hospitality and events sector
- Graduate calibre in marketing or related field
- Ability to think creatively and bring innovative ideas
- Strong analytical and data-driven thinking
- Up to date with the latest trends and best practices in online marketing, measurement, data management and the C&E and hospitality market
- Have a strong knowledge on GDPR to ensure compliance with data management
- Brand development experience
- Wide sector/segment knowledge
- Wide digital/social media knowledge
- Skilled in ecommerce development
- Attention to detail and high levels of accuracy
- Ability to work well with a variety of stakeholders
- Experience of channel marketing
- Proven project management skills with ability to multi-task

**8. Competencies** – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

▪ Innovation and Change	▪ Analytical and data-driven thinking
▪ Growth, client and customer satisfaction	▪ Digital competence in all areas of marketing
▪ Brand Notoriety	▪ Team working
▪ Commercial Awareness	▪ Resilience

**9. Management Approval** – To be completed by document owner

Version	<del>Rachel Fox</del>	Date	March 2024
Document Owner			

**10. Employee Approval** – To be completed by employee

Employee Name		Date	
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