



Head of Venue Marketing & Communications

Founded in 1866, Harlequins is a rugby club that is recognised around the world. Harlequins is currently ranked among the best Premiership rugby clubs in this country and Europe. The Club is a founding member of the RFU and boasts more Presidents than any other club as well as a healthy dose of international players.

Success on the pitch demands even more success off the pitch so the club is strengthening its investment in Marketing and Communications to drive not only the Men's and Women's teams but also to drive utilisation and monetisation of The Stoop stadium.

Job Title: Head of Venue Marketing & Communications
Contract: Fixed Term Contract - Maternity Cover (8-12 months)
Company: Harlequin FC
Reporting to: Chief Marketing Officer

Role Purpose: To drive awareness and engagement of The Stoop stadium with identified target audiences, with the specific purpose of driving revenue growth through usage of stadium facilities on matchdays and non-match days.

Key Responsibilities:

- **Venue Business Plan** – Working with senior management to support the delivery of the agreed business priorities/ business plan for the stadium and achieve key KPI's.
 - Driving visibility and focus of activities that support the delivery of the business plan and generate revenue for the Club, beyond match days.
 - Being an internal champion of the stadium business plan, driving behavioural change and internal focus on supporting revenue driving opportunities.

- **Venue Marketing & Communications Plan** – Development of an integrated central marketing and communications plan that aligns the plans of stakeholders across the business to achieve increased awareness, engagement and monetisation of The Stoop:
 - Leadership of a central marketing and comms plan that delivers the agreed Venue business plan objectives, driving focus on agreed key products to drive revenue to achieve KPI's.
 - Leading coordination of internal stakeholders across the Venue, to align marcomms plans e.g. Compass, Marketing, Commercial. Brought to life through a central project plan, annual marcomms plan and bi-weekly working group of key stakeholders to drive collaboration and monitor results.
 - Development of digital strategy for The Stoop, reviewing platforms and channels that are most effective in driving business growth and working with the Chief Marketing Officer to propose how to better engage our target audiences.

- **Products and Services** – Lead the review of existing products and services offered by The Stoop through research and insight with target audiences and by analysing competitor offerings. Ensure that products offered at the stadium are of sufficient premium level:





- Review all customer research and performance tracking of existing products and services to ensure operational minimum standards are delivered.
 - Lead recommendation to future products and services required to improve usage and level of service of The Stoop that will drive incremental revenue, allied to The Stoop brand.
 - **Target Audience** – Act as central expert on target audiences and current transactional audiences:
 - Utilise transactional data to analyse existing customers and propose how to better serve their needs.
 - Utilise target audience research to act as an expert in what our future audience requires and enable refinement of products, services, and communication to drive engagement and increased use of the Stoop.
 - Lead focus groups and audience insight across internal stakeholders to continue to learn and refine.
 - **Building Awareness & Engagement of The Stoop** – Lead the delivery of a content plan that promotes The Stoop to identified key audiences to drive revenue:
 - Leading the delivery of a 365 day content plan on The Stoop digital channels to drive engagement of users to interact and buy, and leverage/ cross pollinate Quins channels.
 - Development of a paid/ earned/ free marcomms plan to promote The Stoop to target audiences, including trade press, PR activities, key influencers etc.
 - Collaboration with Compass team to ensure aligned messaging and campaigns within agreed brand guidelines and tone of voice.
 - Ensure a smooth customer experience to buy products from The Stoop i.e. refine the digital or physical purchase experience to minimise drop off/ maximise sales.
 - **Data Focus** - Establish a data focused approach across projects:
 - An 'always on' and consistent process for analysis of marcomms activities to demonstrate ROI.
 - A focus on data capture and growth of Quins fan base, leveraging Talent, Two Circles and Salesforce to drive a culture of data capture at all possible touchpoints in order to significantly grow the Quins database of engaged fans to achieve agreed KPI's, taking GDPR into account.
 - **Brand** – Support for brand management of the new stadium brand, aiding the Senior Marketing Exec to develop and maintain the brand toolkit and guidelines.
 - **Budget** - Manage the overall Venue Marketing & Comms budget which is run day to day by Senior Marketing Exec.
 - **Commercial** – Lead the internal link between Marcomms and Commercial to support the development and delivery of compelling sales collateral that support developing and maintaining commercial partnerships e.g. sales brochures, introductory presentations about the Club/ The Stoop.
 - **Senior Marketing Exec** – Management of the Senior Marketing Executive
- Skills and requirements:**
- Degree/ equivalent qualification or strong experience in marketing and/ or comms is desired



- Knowledge and experience of commercial management of a business is highly desirable.
- Work collaboratively within a team environment
- Experienced marketer with 5+ years of marketing/ comms/ commercial experience
- Experience leading multifunctional projects with multiple internal stakeholders
- Proven track record of executing driving successful campaigns that generate revenue
- Proven track record of implementing and measuring impact of marketing and comms activity to drive business wide activity
- Understanding of the sports industry and experience of working within it would be advantageous
- Ability to work within pressured environments and situations.

Qualities:

- A team leader with strong strategic thinking and the ability to inspire others to deliver
- Committed and enthusiastic team player
- Creative thinker with a desire to think differently
- Self-starter with a real passion for detail
- Ability to own and develop relationships, both internally and externally
- Fast learner with an appreciation of the necessity to meet deadlines
- Intellectually strong, able to think strategically, yet understands operational detail
- Excellent organisational skills with the ability to multi-task

Behaviours :

- **Customer Focus** - Commits to meeting the expectations and requirements of internal and external customers; acts with customers in mind; values importance of providing high-quality customer service
- **Leadership** – Creates a climate in which people want to do their best; can access each person’s strength and use them to get the best out of the individual. Promotes confidence and optimistic attitude through inspiring and motivating the team.
- **Interpersonal sensitivity** - Interacts with others in a sensitive and effective way. Respects and works well with others.
- **Quality orientation** - Shows awareness of goals and standards. Follows through to ensure that quality and productivity standards are met.
- **Initiative Taking** - Takes action to achieve goals beyond what is expected; drives to bring issues to a successful closure; self-starter

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.

Please email your CV to jobs@quins.co.uk

Closing date for applications will be **Friday 28th February 2020.**

