



E Mail & Data Insights Executive

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 Marketing and Communications staff. With a growing supporter base, rapidly rising engagement across digital platforms, and a new strategic focus on fan engagement, the next few seasons are one of unprecedented opportunity for the Club with data growth and e mail engagement at its heart.

Job Title: E Mail & Data Insight Executive
Contract: Permanent
Company: Harlequin FC
Reporting to: Marketing Manager

Role Purpose: To lead the development and delivery of targeted e mail communications plan, with a focus on driving increased engagement, in order to develop a larger database of engaged fans which is critical to the growth and success of Harlequins.

Key Responsibilities:

- **Email design, build & execution** - using DotMailer email platform, building emails from a selection of templates and ensuring the look & feel always adhere to Quins brand template and tone of voice.
- **Visuals/Graphics** – utilizing assets produced by the creative agencies, providing support in amending images where appropriate, and the creation of bespoke visuals such as infographics and gifs where required.
- **Cross-department support** – supporting all Quins departments and stakeholders with fan email campaign assets and copy, linking into wider Quins communications plan. Department support covers teams and initiatives including: Commercial partners, Customer experience surveys, Quins Rewards, Member comms, monthly/ weekly newsletters, Hospitality and Business Academy sales, Matchday emails (sales and pre/post-match), campaign support (memberships, camps), Harlequins Foundation and Community and Camps newsletters.
- **eComms content planning and scheduling** – Management of the eComms schedule in support of campaign planning, fan engagement and business priorities, ensuring processes are adhered to across departments and contractual obligations are met (partnerships, other event hire and PRL)
- **Email optimization** - A/B testing on campaigns and optimizing campaigns to achieve Quins objectives (e.g. ticket sales, partner campaigns etc). Ensuring all email campaigns comply with current email best practice in the industry, mobile optimisation and where appropriate, use of advanced features (e.g. personalisation, dynamic content).





- **Proofreading and testing** – proofreading all copy and rigorously testing emails on all platforms before sending, ensuring 100% accuracy across all campaigns.
- **Database & address book management** – supported by Two Circles, assist with the management of the customer selection tool, audience segments within the DotMailer platform, ensuring campaigns are sent to the intended address books in a controlled manner, avoiding spamming fans or missing groups completely.
- **GDPR compliance implementation** – Ensuring that Quins follow GDPR best practice through all e mail communication activities.
- **Analysis and evaluation** - working closely with the Two Circles to share results & learnings from campaigns with the Quins Marcomms and Commercial teams, as well as analyzing attribution, identifying future opportunities for retargeting customer segments, and shaping the direct marketing plan.
- **Managing automated email campaigns** – building and executing automated campaigns as part of the onboarding process for new contacts, as well as bespoke trigger and lifecycle campaigns where appropriate e.g. birthday campaigns, Quins Rewards statements, ‘Welcome Journey’
- **Database growth focus** – working across the internal Marcomms team and data & insight agency (Two Circles) in particular, drive a culture of data capture and engagement throughout all marketing and comms activities. This focus will support the growth of the overall database of engaged Quins fans.
- **Interactive stadium TV’s content plan** – Support the delivery of matchday content, across a new 150+ screen TV set up throughout the stadium, through management of a digital content plan and content up-load.

Skills and requirements:

- Experienced marketer with three years + of marketing/ Comms/ e mail experience
- Experience in utilization of email platforms (Dotmailer preferred but not essential), with ability to build, test, send, analyse and evaluate how to refine/ improve.
- Proven track record of executing successful e mail marketing campaigns and the ability to learn and evolve plans to drive increased engagement
- Exceptional copy writing skills/ written English
- Basic excel competencies to have the autonomy to support on segmentation
- Experience of working on joint marketing projects with internal stakeholders
- Work collaboratively within a team environment
- Proven track record of implementing and measuring impact of marketing 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 within tight deadlines.
- Understanding of the wider marketing mix and where e mail fits in
- Ability to use Photoshop or equivalent to produce creative design assets to be used across multiple platforms would be advantageous



**Qualities:**

- Self-starter with a real passion for detail
- Committed and enthusiastic team player
- Creative thinker with a desire to think differently
- 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
- Appetite and willingness to main best in class practice i.e. keeping track of market trends and advances in technology then showcasing where appropriate at Quins

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
- **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

