



Product Marketing 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 membership base and supporter engagement across a number of platforms, the next few seasons are one of unprecedented opportunity for the Marketing of the Club. As a result, Harlequins is looking to appoint a Product Marketing Executive to capitalise on this opportunity and drive forward our strategic marketing activity. The ideal candidate will have worked in a professional sports business environment, have first class communication skills and a passion for sport.

Job Title: Product Marketing Executive
Company: Harlequin FC
Reporting to: Product Marketing Manager
Start Date: Immediate Start
Salary: £23-28,000 per annum (depending on experience)
Role Purpose: To develop and deliver customer-facing campaigns across Harlequins product suite to maximise sales.

Key Responsibilities:

- Create and manage an integrated (on and offline) marketing campaign to maximise ticket sales of all Harlequins match days, including both men's and women's matches with key focus on driving repeat purchases and acquisition
- Allied to the above create and deliver an integrated marketing campaign to promote and maximise ticket sales for the Harlequins flagship women's fixture, The Game Changer
- Create and manage an integrated marketing campaign to further promote and engage our community audience, specifically around camp bookings and match day ticket uptake, particularly Big Game
- Create and manage, alongside the Product Marketing Manager and the Customer Experience Team, an integrated membership marketing campaign which drives repeat purchases of memberships and engages new Members
- Support the overarching delivery of the campaign to sell out Big Game
- Utilise Dotmailer, or other email service provider, to create compelling email campaigns which retain existing supporters and attract new supporters
- Deliver post campaign analysis for all campaigns that demonstrates campaign ROI and include recommendations for future improvements and testing.
- Ensure all partnership channels are leveraged in relation to achieving membership and ticket sales targets, building and developing relationships with key individuals





- Manage the marketing requirements of the wider business in relation to artwork and eComms requests
- Help to manage the guardianship of the Harlequins brand internally and externally.
- Work closely alongside the communications and content teams to produce content and creative concepts for membership, ticketing and Big Game.
- Support the development and execution of online marketing materials including creating assets and content in photoshop or equivalent
- Ensure collaborative working across all departments, ensuring the MarComms team remains the 'hub' of the Club.
- Manage match day ticketing budget
- Manage external marketing, digital and creative agencies in relation to Ticketing, Membership and Big Game.

Skills and requirements:

- Degree or equivalent qualification in marketing is desired
- Proficient in utilization of email platforms, namely dotmailer, Mail Chimp
- Knowledge and experience in running digital advertising campaigns in house
- Work collaboratively within a team environment
- Experienced marketer with 1 year of marketing experience if candidate has degree or equivalent in marketing, or 18 months of marketing experience without.
- Experience of working on joint marketing projects with internal stakeholders
- Proven track record of executing marketing campaigns
- Experience of online marketing and other media channels.
- 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 situations.
- Ability to use Photoshop or equivalent to produce creative design assets to be used across multiple platforms

Qualities:

- 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 and a covering letter to jobs@quins.co.uk. Only successful applicants to be invited for interview will be contacted.

