



NORTHAMPTON SAINTS

DIGITAL MARKETING MANAGER

JOB DESCRIPTION

Job title:	Digital Marketing Manager
Reports to:	Head of Marketing and Ticketing
Direct reports:	n/a
Nature and scope:	To maximize the revenue and grow engagement generated by the marketing, communications, and memberships departments
Location:	Franklin's Gardens, Northampton
Remuneration:	Competitive salary and bonus

REMIT:

Develop a clear digital marketing and data plan that supports the marketing and business strategy to maximise revenue generated by marketing, communications and memberships, while ensuring Saints' digital marketing efforts are effective, and growing awareness of Northampton Saints.

PRINCIPAL RESPONSIBILITIES:

Data Analytics

- Analyse data from the Northampton Saints Membership and Loyalty Programme to drive supporter and affiliate engagement
- Drive revenue through the optimisation of our Membership and Loyalty Programme
- Analyse the success of our digital platforms, including website, social media, emails, to feedback recommendations to the wider marketing and communications team, bringing analytical data to life
- Improve the online customer journey through user analysis
- Support the Head of Marketing and Ticketing with strategic planning through insight and data analysis in order to drive revenue and conversion across the business
- Track and analyse the ROI of Saints' marketing efforts, ensuring all tracking requirements are in place and running effectively
- Implement key tracking tools in order to gain a single customer view
- Develop awareness and engagement with the Club for both existing and new customers
- Challenge our existing activity, identify and recommend changes, and drive on-going performance improvement through data analysis
- Actively look for ways to bring innovation and best practice from other rights holders and digital platforms to the Northampton Saints team

SEO

- Manage the day-to-day relationship and drive the best output from our SEO agency
- Be an expert in SEO, and effectively upskill team members to understand our SEO efforts, ensuring that all website content is loaded efficiently
- Work with the communications team and web development agency to improve customer journey and support SEO efforts
- Keep up-to-date on the latest search engine updates and recommend and implement changes required on Saints-owned sites
- Perform and recommend outreach PR opportunities in order to drive relevant traffic to Saints owned sites

Paid Marketing

- Manage the day-to-day relationship with our paid social and search agencies and ensure the best working practises are being implemented
- Work with Head of Marketing and Ticketing to set budgets and targets for our paid marketing efforts
- Produce, activate and oversee the planning paid search and social campaigns
- Ensure our paid marketing efforts achieve positive ROI, using strategic thinking to implement new tactics where necessary
- Recommend when paid social and search can compliment other marketing efforts in order to engage with supporters

PERSON SPECIFICATIONS:

Experience:

- Experience of working with marketing agencies
- Experience in SEO, PPC and paid social
- Experience in working to and achieving targets
- Experience of working on loyalty programmes and driving revenue through data analysis
- Evidence of sound knowledge of digital marketing platforms, including Google Analytics, Crazy Egg, Google Tag Manager, Facebook for Business
- Experience of running reports and analysing trends and ROI in order to adapt and meet objectives

Personal Attributes:

- Strong team player, but highly proactive and able to work autonomously
- Analytical and numeric: able to understand trends and react accordingly
- Clear strategic thinking and planning, but hands on in approach
- Flexible, adaptable, able to think creatively as plans evolve and events unfold
- A good communicator who can share insight and recommendations in a clear and concise way

APPLICATION PROCESS & TIMINGS:

Northampton Saints is an equal opportunities employer and would welcome applications from a fully diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith or disability. Opportunities for flexible working will also be considered on an individual basis.

Please email a CV, covering letter (including details of current remuneration, if relevant), and the names and contact details of two referees to recruitment@northhamptonsaints.co.uk. Referees will not be contacted until final interview stage.

Applications must be received by 5pm on Monday 18 October, 2021. Please note that the post may close earlier than the closing date due to a large number of applications being received. Early application is therefore advised.