
MARKETING MANAGER

Department: Marketing and Communications
Reports To: Head of Marketing and Communications
Type: Full-time (37.5 hours per week), Permanent
Salary: Band 2, £27,500 - £31,800
Location: Head Office, Cardiff/Hybrid

OVERALL PURPOSE OF THE ROLE

The Marketing Manager works alongside the Head of Marketing and Communications and the Communications Manager to develop, manage, implement and evaluate campaigns and digital marketing content across Run 4 Wales' portfolio of exciting mass participation events.

With a focus on social media and e-mail marketing, they'll be responsible for engaging our diverse community of event participants, whilst developing and delivering content across a range of platforms. They will create campaigns and communications aligned with our brand values and objectives that promote various events and initiatives, whilst keeping participants informed and engaged.

KEY ROLES AND RESPONSIBILITIES

Marketing & Content Creation

1. Responsibility for upkeep of all digital marketing channels (website, social media and e-newsletters), ensuring all displayed information is relevant and correct.
2. Management of social media and e-newsletter campaign strategy, with the aim of maximising event ticket sales, partner exposure, customer engagement and brand awareness.
3. Management of social media and influencer marketing budgets – using advertising spend effectively to drive ticket sales, complementing wider marketing strategy and milestones.
4. Working with our external graphic design agency to create event-specific and digital materials – ensuring what is produced is on brand, aesthetically pleasing and delivered to schedule.
5. Creating engaging content at live events throughout the year and day-to-day in-house using Run 4 Wales' extensive catalogue of event imagery and videography.
6. Conceptualise and create engaging and original short-form video content for channels such as TikTok and Instagram that align with Run 4 Wales' voice and objectives.
7. Stay ahead of social media algorithms, trends, challenges and cultural moments to implement relevant and timely content into the social strategy.

Community Management

8. Recruitment and management of social media influencers to support the promotion of events, partner campaigns and other special projects.
9. Engaging with our community of event participants via social media, responding to comments, building rapport, gathering insight, answering queries and identifying influencer opportunities.

JOB DESCRIPTION & PERSON SPECIFICATION

10. Handling and engaging with inbound social media queries, transferring to the Customer Support team / email inbox at the first opportunity where appropriate.
11. Using the company's online registration system to manage the upkeep of subscriber lists, assist with digital marketing campaigns, PR initiatives and day-to-day administration.

Participant Experience & Insight

12. Utilising Run 4 Wales' digital marketing platforms and channels to ensure participants are supported and informed throughout their event journey – from registration to race day.
13. Supporting the wider team to ensure customer content (event websites, regular e-newsletters, social media) supports and enhances the participant journey.
14. Lead on collection of customer research and participant feedback via post-event surveys, helping to assess event experience, provide audience insight and net promoter scores.
15. Review and analyse customer data to provide audience insight.

Partner & Charity Activation

16. Support the delivery of commercial rights across website, social media and email; incorporating the benefits offered to event partners and charities into digital marketing plans.
17. Supporting our key retail partners (clothing, coaching app, personalised medal inserts, event merchandise) to promote their products via our digital channels.
18. Working alongside Run 4 Wales Partnerships Managers to ensure all contractual digital marketing rights are delivered effectively and to schedule.
19. Collaborating on activation strategy to ensure delivery of creative campaigns in line with the brand's set objectives that are value-adding to both the event and partner.
20. Managing the activation of marketing-related charity partner benefits.

Brand, Design & Event Items

21. Collaborate on the 'look and feel' of digital marketing materials, as well as event items. Working closely with the Head of Marketing and Communications, external designers and suppliers to produce event-specific materials, ensuring all collateral is coherent, in line with brand guidelines and aesthetically pleasing.
22. Working with the marketing team to design and develop themes and concepts for event day items, including finishers' medals and t-shirts, with the support of external designers.
23. Working with the marketing and operations teams and external designers to create Event Day Guides, ensuring all included information is correct and that all event partners are exposed.
24. Assisting the wider marketing team with the delivery and coordination of event weekend branding plans – including start/finish, course and event village activations.

JOB DESCRIPTION & PERSON SPECIFICATION

Budgeting & Analysis

25. Regularly monitoring event revenue figures, reviewing performance of digital marketing strategy to ensure effective use of advertising spend.
26. Reviewing the performance of all digital marketing channels through regular analysis of key analytics and indicators, reporting against growth and engagement targets.

Special Projects, Administration & Event Support

27. Driving Run 4 Wales and event brand awareness by ensuring engaging content is produced across multiple communication platforms throughout the year.
28. Representing the marketing team on various working groups within the organisation, helping to ensure marketing strategy aligns with specific projects and general company direction.
29. Driving forward diversity and inclusion, disability and accessibility, Welsh language and wider ESG policies, ensuring the marketing strategy is supportive of these company objectives.
30. Using Run 4 Wales' project management software to regularly update and contribute to a Marketing and Communications schedule, ensuring digital marketing plans and partner activations are built in and scheduled throughout the year.
31. Providing marketing support to the Volunteer Manager and wider team where appropriate, to assist with the recruitment of event volunteers and other initiatives.
32. Attend ad-hoc promotional events, training runs or industry shows on behalf of or alongside the marketing department.

PERSON SPECIFICATION

Knowledge & Qualifications

- Educated to degree level or equivalent with past experience in a similar role
- Demonstrable knowledge of digital marketing tools and platforms such as Content Management Systems, Google Analytics, Meta Business Suite and Email Marketing software
- Demonstrable awareness of sector and interest in the running/fitness market
- Relevant professional qualification in marketing or related subject (Desirable)

Experience

- Experience in a similar role, with proven track record of successfully creating and managing a wide range of website, social media and e-mail campaigns
- Ability to create concise and impactful content suitable for use across various channels
- Confidence working with imagery, infographics and video
- Experience in managing external agencies
- Experience in delivering successful events and/or initiatives
- Experience using Canva, Adobe InDesign or Photoshop to create content (Desirable)
- Experience working with a sports brand or working in the charity sector (Desirable)
- Image and video editing skills (Desirable)
- A UK driving license (Desirable)

JOB DESCRIPTION & PERSON SPECIFICATION

Skills

- Passion for social media, content creation and audience management
- Ability to write engaging and impactful marketing copy for use in advertising campaigns
- Confident in creating and capturing content for use on social media (including basic mobile video content), suitable for a range of audiences
- Ability to think creatively and generate ideas and ability to adapt approach
- Excellent interpersonal and communication skills with strong attention to detail
- Confident with cross-department collaboration and fast turnaround activities
- Demonstrable ability in problem-solving, strategic thinking, and analytical capabilities
- Comfortable working with a team and collaborating on projects and ideas
- Ability to work under pressure to manage conflicting workloads and prioritise responsibilities
- Ability to maintain close, constructive working relationships with colleagues, stakeholders, external agencies and event partners and charities
- Demonstrable IT skills using Microsoft packages, data management systems, social media platforms, email marketing building tools and survey software
- Ability to show initiative and offer new ideas to develop the organisation

Availability

- Ability to work from the Run 4 Wales HQ in Cardiff (we have a hybrid working culture with a mix of home and office working, with full-time employees typically coming together in-person around 3 core days per week)
- Ability to work event weekends (7 per year currently), for which time-in-lieu is offered

Note: This job description and person specification will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works.