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## Marketing Executive - Job Description

**Location:** Chesterfield, Sheffield - with some out of office working as and when required

Emprise Group is a brand management company that represents global sports brands. We are looking for a creative and well-organised candidate to join the business as a Marketing Executive working primarily on the R66T Academy brand.

### Overview of the role

To support the wider marketing team to deliver the marketing strategy for the R66T Academy. To support with content creation for marketing campaigns which will be used across the digital marketing channels used by the business. This includes, but is not limited to, social media channels, website and email marketing. Support with wider areas of digital marketing including paid ad campaigns, SEO, Website optimisation and video production. To represent the brand in a positive manner and within the brand guidelines across all digital marketing outputs. This is a full-time position to support the R66T Marketing Team across all areas of the marketing mix working in a fast-paced sporting environment.

Main Duties/Responsibilities:

- To support the R66T Marketing Manager and wider team in completing agreed activities
- Create and post social media content across all channels as defined within the marketing planner with the aim of generating engagement
- Create and post website blogs/articles and web pages on the company's website and social media
- Create artwork which will be used for social media posts, website and posters/flyers for campaigns which are in-keeping with the brand guidelines of the business
- Create regular marketing reports to showcase the impact of campaigns. Review the reports and provide new ideas/suggestions for future campaigns.
- Supporting with the management of the email marketing database to build, edit and test campaigns prior to being published
- Oversee the management of the database and email marketing distribution
- Lead on filming new content to promote the use of the businesses products and camps. Edit and create engaging videos to be used on social media and on the website to engage customers
- Provide media support on selected and pre-agreed coaching camp dates throughout the year to capture content to be used to promote future camps
- Liaise with other departments to ensure news stories are promoted across the businesses channels.

**Person specification:**

## Essential Requirements:

- Bachelor's degree in Marketing/Sports Marketing or equivalent
- Proven marketing experience, preferably in a sports environment
- Good understanding of cricket, preferably cricket coaching
- Adobe Photoshop knowledge and experience
- Video production and editing to be promoted on social media
- GCSE grades 4-9 or equivalent in Mathematics and English

## Desirable Knowledge and Experiences:

- Knowledge of UK and International cricket

## Knowledge and experience of the following areas;

- Video editing and production
- Sports Marketing

## Skills and attributes:

- Excellent organisational and time management skills
- Personable, discreet, astute, instinctive
- Calm and pleasant demeanour
- Knowledge of Microsoft Office, Google and other commonly-used office packages
- Strong IT and typing skills
- Good teamworking skills with the ability to work alone
- The ability to prioritise tasks and work under pressure to tight deadlines
- The ability to manage own workload
- Excellent interpersonal skills, oral and written communication skills
- Attention to detail
- Flexibility and adaptability to changing workloads

**Remuneration:**

- £19,000 - 23,000 depending on experience
- Annual bonus scheme

**Benefits:**

- Enjoy being part of a fun, dynamic and diverse team
- The opportunity to be involved in and attend sporting events outside of the usual workplace
- Join an expanding, unique brand management company
- Flexible working, with WFH opportunities
- Company-wide unlimited annual leave policy

**Above all, the most important characteristics we will look for are enthusiasm, a positive attitude, a team player and someone who wants to jump out of bed each morning and be part of something special!**

To apply, please email [cdunn@emprisegrouppltd.com](mailto:cdunn@emprisegrouppltd.com) with your CV and cover letter