

EPCR DIGITAL GROWTH MANAGER

Job Description

October 2023

BACKGROUND

European Professional Club Rugby (EPCR) is looking for an ambitious and self-motivated Marketeer to play an integral role in the development and success of its ambitious, long-term Digital Growth strategy. The organization is currently following an aggressive roadmap, building a new digital infrastructure, with the goal of enhancing the rugby experience for our current and future audiences. The purpose of this role is to develop and execute multi-channel marketing strategies, working closely with cross-functional teams (internal and external) to develop and implement owned and operated user journeys that promote our competitions and elevate our brand. The ideal candidate should have a strong track record of driving first party data acquisition initiatives in the sports industry and a deep understanding of digital marketing and MarTech solutions. We don't need you to love rugby (yet!) if you're new to the sport – we are looking for knowledge, enthusiasm and the right 'can do' attitude to identify smart solutions that help grow our brand and product.

The chosen candidate will report to the Digital & Content Marketing Manager, as a member of EPCR's Marketing and Commercial team.

JOB INFORMATION

Department: Marketing and Commercial

Employment type: Full time

Start date: For discussion

Location: Lausanne, Switzerland

ROLES & RESPONSIBILITIES

- Develop and manage the relationship with EPCR's Digital Growth agency partner (and other external vendors and agencies as needed) - specific focus on website analysis, enhancement and maintenance
- Define and implement first party data acquisition methods – monitor touchpoints/channels and ensure our product positioning and messaging is clear and accurate
- Utilise internal tools to monitor, analyse and report on the effectiveness of data and content led campaigns and initiatives (e.g. website, owned social channels, email)
- Collaborate with cross-functional (internal and external) teams, including Digital, Content, Brand, Email and Communications to ensure consistent messaging and alignment of marketing efforts
- Facilitate collaboration and efficiencies between marketing technologies and digital infrastructure
- Manage marketing budgets, timelines and KPI's
- Support the creation and implementation of engaging and seamless consumer journeys across all owned and operated platforms i.e. Social, Email, Web
- Collaborate with the Commercial department to define the value of commercial assets and help deliver commercial campaigns for EPCR's various sponsors

REQUIRED SKILLS & EXPERIENCE

- English (business level proficiency), proficiency in French is an asset
 - Bachelor's degree in Marketing, Business or a related field is preferred
 - Demonstratable experience in digital and content marketing in the Sports industry
 - Strong analytical and problem-solving skills, with the ability to leverage insights to drive marketing decisions
 - Experience in communicating and managing third party agencies in the development and delivery of complex marketing solutions
 - Experience and understanding of above and below the line campaigns, data analysis, digital marketing channels, social media and marketing technology solutions
 - Strong project management skills with the ability to manage multiple projects and timelines simultaneously
 - Understanding of regulatory requirements and compliance considerations in the sports industry.
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