



**Company:** A.S.O. UK

**Position:** Email & Digital Marketing Executive

**Location:** Clapham Junction & Remote (Hybrid)

**Contract Type:** Full Time – Permanent

**Salary:** Up to £32,000

## **BACKGROUND**

A.S.O. UK is a leading mass participation sports event business delivering a diverse range of events in running, triathlon, and cycling. The portfolio includes industry leading events such as the adidas Manchester Marathon, the Cancer Research UK London Winter Run, and the Dragon Ride.

The company is part of A.S.O. France, one of the world's largest sports events organisers, including notably the Tour de France and participation events L'Etape du Tour and the Paris10K.

The Email & Digital Marketing Executive role reports to the Marketing Campaign Manager. The purpose is to support on the campaigns for our forthcoming running events. The role encompasses a range of marketing skills, with a focus on email marketing, website management, SEO, and performance analysis.

A.S.O. UK is a fast-paced, fun place to work with a great team atmosphere. It's a sociable office of like-minded people with shared goals, values and interests who take great pride in the events we deliver.

The role is partially office based, and part remote. The role will require being comfortable working in both environments and attending regular external meetings, usually in London or Manchester.

## **GREAT BENEFITS FOR WORKING AT A.S.O. UK**

- Hybrid working environment
- Health Cash Plan access
- Enhanced Parental Leave Policy
- TOIL for events worked
- Auto-enrolled salary sacrifice pension scheme
- Five free entries to A.S.O. UK events per year for you, friends, and family
- Free entry to any A.S.O. (non-UK) single-day events
- Access to Cycle2Work scheme

## PURPOSE OF THE ROLE

The Email & Digital Marketing Executive will initially be responsible for supporting two of our largest events, the **adidas Manchester Marathon** and **ASICS Manchester Half**.

They will own the email communications schedule, being responsible for the end-to-end delivery of our emails that give our participants crucial updates and promote our events. This will involve working with other departments to ensure all business needs are met by the required deadlines, whilst ensuring our content consistently matches the correct brand style and tone of voice.

This role will also be responsible for our event websites, with a focus on ensuring all content is current and accurate. Using data to inform decisions, the Email & Digital Marketing Executive will need to show a desire to ensure participants, supporters, and stakeholders visiting the event website have a best-in-class experience, easily finding the information they need.

Attention to detail is key, with our websites receiving over a million visitors on event weekend, and our emails going to 200,000+ people.

Whilst this role has a digital focus, there will also be requirements to support and own other aspects of the marketing campaign as needed. This will vary throughout the year, but could include supporting on media days or photoshoots, helping to create and proofread event materials, or working on tasks with the campaign manager.

This is a varied role and, while support is available from across the teams the Email & Digital Marketing Executive will be expected to manage their own workload, prioritise tasks effectively, and meet key deadlines.

## KEY RESPONSIBILITIES

Creating, overseeing, delivering email and digital marketing campaigns for key events. This includes but is not limited to:

- Support the planning and delivery of multi-channel marketing campaigns, with a focus on email and website performance, that deliver against agreed targets and KPIs.

- Assist with the ongoing development and optimisation of website content and user experience to maximise participant engagement and sales/conversions.
- Monitor and report on the performance of digital marketing activity, identifying opportunities for optimisation and improvement.
- Own the end-to-end delivery of the email schedule for key campaigns. Deliver participant communications throughout the customer journey, ensuring timely, accurate, and engaging messaging from registration through to event day.
- Creating basic branded assets to feature in emails or on the website, using software such as Canva.
- Write engaging copy to be used in various formats, which can match various tones of voice and adheres to both brand and partner guidelines.
- Work closely with our campaign manager, agencies, freelancers, and stakeholders to ensure marketing activity is delivered effectively and on schedule.
- Collaborate with the wider A.S.O. UK team to create the best possible participant experience and support wider event objectives.
- Support the delivery of joint marketing activity with event sponsors and partners, ensuring campaign objectives and contractual commitments are met.
- Attend events as an A.S.O. UK representative and carry out relevant marketing and operational duties as required.

## **KEY RELATIONSHIPS**

- Marketing Campaign Manager and wider marketing team.
- A.S.O. UK team, particularly our partnerships team.
- Agencies & freelancers supporting the marketing campaign.

## **SKILLS AND EXPERIENCE REQUIRED**

### **SKILLS**

- A creative thinker, confident with expressing opinions and generating new ideas

- A commercial mind, with a focus on driving revenue
- Personable and passionate
- Excellent time management skills
- Attention to detail, even when faced with a deadline
- Ability to self-manage
- Communicate clearly and concisely, both in meetings and in writing
- Be able to write copy in different tones of voice appropriate to the relevant audience
- Ability to create basic graphics from a provided template

## EXPERIENCE

- Minimum 2 years **marketing and communications experience** either agency or in-house
- Background of **building emails** on platforms such as MailChimp, DotDigital etc.
- Previous work **building or updating websites** on specialist platforms, such as WordPress, Wix, or Squarespace
- Use of a **project management platform** such as Monday, Asana, etc
- Previous work within a **sports environment** would be an advantage

## OTHER REQUIREMENTS

- A passion for marketing
- Willing and able to work a certain number of weekends

## HOW TO APPLY

Please send your CV and a cover letter/email to [katie.astin@aso-uk.com](mailto:katie.astin@aso-uk.com) by **Tuesday 30 June 2026**.