

SENIOR MARKETING & PR EXECUTIVE

Location: London (Clapham Junction), hybrid
Contract: Full Time - Permanent
Salary: Competitive
Applications close: Friday 6th March 2026

ABOUT US

A.S.O. UK is part of Amaury Sport Organisation, the French company behind global sporting icons including the Tour de France, Paris Marathon and L'Etape du Tour.

In the UK, we deliver some of the country's most recognisable mass-participation events, including:

- Manchester Marathon – the UK's 2nd largest marathon
- Manchester Half Marathon
- London Winter Run – the UK's largest 10k

Our events bring together thousands of participants each year, from first-timers to elites, raising millions for charity. We're a fast-paced, supportive and sociable team with a shared commitment to delivering exceptional experiences.

THE ROLE

As Senior Marketing & PR Executive, you will support the Campaign Manager on the marketing & PR campaigns for two of our biggest UK events, the adidas Manchester Marathon (April) and the Manchester Half (October). You'll deliver integrated marketing and PR campaigns that drive registrations, grow brand awareness and create standout participant experiences.

You'll lead on campaign content, support PR activity and collaborate with internal teams, sponsors and agencies to deliver commercially successful events.

WHAT YOU'LL BE DOING

- Execute the annual integrated marketing plans against agreed revenue targets and KPIs.
- Lead on campaign content across website, email, social and SMS
- Report regularly on campaign performance regular intervals and suggesting improvements.
- Work alongside the team to help develop plans and engaging content that will support the overall campaign and longer-term goals.
- Liaise with PR advisors (agency or freelance) to secure the best possible coverage for each event and create appealing and enjoyable experiences for influential people.
- Collaborate cross-functionally to enhance the overall event experience
- Represent ASO UK at events when required.
- Develop and nurture key stakeholder relationships, for example with local councils and organisations.
- Identify and generate new contra-marketing and media partnerships.
- Attend events as an A.S.O. UK commercial representative and to carry out relevant duties within that event.
- Writing engaging copy & briefing design professionals.

THE SKILLS AND EXPERIENCE YOU'LL BRING

Essential:

- Minimum 2 years' marketing & communications experience (agency or in-house)
- Experience supporting multichannel campaigns
- Strong copywriting skills across different tones of voice
- Commercial mindset with a focus on driving registrations/revenue
- Confident communicator with strong networking and relationship-building skills
- Highly organised and able to manage multiple deadlines independently
- Willing and able to work a number of weekends

Desirable

- Passion for sport
- Experience working in a sports environment
- Full clean UK driving licence

If you don't meet every requirement but feel excited about the role, we'd still love to hear from you.

WORKING PATTERN

Hybrid role (office + remote) with occasional travel to Manchester and ASO UK event attendance.

BENEFITS

- TOIL days
- Cycle to work scheme
- Free entry into our UK events and European ASO events
- 5 free entries into UK events for friends & family
- Regular team socials, summer & Christmas parties

HOW TO APPLY:

Please apply by sending your CV & Covering Letter to steph.easton@aso-uk.com with the subject line "Senior Marketing & PR Executive + Your Name" by 5pm on Friday 6 March 2026.