

Company: A.S.O. UK

Position: Marketing Campaign Manager

Location: Hybrid - Clapham Junction (Currently 2 days in office/3 days at home)

Contract Type: Full Time | Permanent

Salary: Based on experience

BACKGROUND

A.S.O. UK is a leading mass participation sports event business delivering a diverse range of events in running and cycling. A.S.O. UK's prestigious portfolio includes the Cancer Research UK London Winter Run, adidas Manchester Marathon, ASICS Manchester Half and Dragon Ride.

The company is part of A.S.O., one of the world's largest sports events organisers, including notably the Tour de France and participation events L'Etape du Tour and the Paris 10K.

As the company continues to grow we have an opportunity for an updated role that reports to the Marketing & Communications Director. The purpose is to lead marketing campaigns for some of our key events, alongside being responsible for an area of marketing across our portfolio.

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.

This position provides the opportunity to step into a pivotal role, created to support the team and influence some of our largest events. The role is partially office based, and part remote. It will require being comfortable working in both environments and attending regular external meetings, usually in London but they can involve further domestic or international travel.

Great extra benefits you get 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 A.S.O. UK marketing team is responsible for delivering the commercial strategy and marketing activation for five major events per year in the sports of cycling and running. The Marketing Campaign Manager will be responsible for leading the marketing strategy and delivery of activity for two allocated running events, as well as offering guidance and support to the rest of the portfolio.

The main aim of the role is to drive registrations (ticket sales) into the event, raise awareness in the public consciousness, and help communicate key messaging (such as charity fundraising, important event updates, and partner awareness).

The role will involve a lot of variety, and whilst there will be support from across the commercial and marketing team, the Marketing Campaign Manager will be responsible for managing their own workload and hitting key deadlines.

KEY RESPONSIBILITIES

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

- Creating annual marketing plans that will perform against agreed targets and KPIs
- Reporting on the performance of the campaign at regular intervals, and suggesting improvements as required
- Work alongside the team to create content plans that will support the overall campaign and longer-term goals. This includes PR, community schemes, and social media
- Work with the relevant Event Director and other department leads to help create the best possible event experience for our participants
- Develop and nurture key stakeholder relationships, for example with local councils and organisations
- Ensure that sustainability and inclusivity is at the heart of all key decisions
- Seek out and generate new contra-marketing and media partnerships with relevant businesses and other bodies
- Work alongside the events sponsors and their marketing teams to deliver joint marketing activities
- Attend events as the lead A.S.O. UK commercial representative and to carry out relevant duties within that event. This includes press liaison, celebrity management, social media activation, and capturing content
- Writing copy & briefing design agencies
- Effectively delegating tasks to other members of the team when needed
- Budget management, including forecasting income and creating business cases

KEY RELATIONSHIPS

- With the Marketing & Communications Director & marketing team
- With the wider commercial team, particularly our partnerships team
- With our digital marketing agency

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
- Strong networking skills
- Personable and passionate
- Good project and time management skills
- 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
- Ideally educated to degree standard

Experience

- Previous work experience within a sports environment would be an advantage
- Minimum 4 years marketing and communications experience either agency or in-house
- Experience of digital marketing and managing digital campaigns and agencies
- Networking / building relationships having successfully set up partnerships
- Have managed budgets, or elements of a budget

Other Requirements

- Passion for, or experience taking part in, running events is desirable
- A love of sport in general and an energetic disposition
- Full clean driving licence would be useful
- Willing and able to work a certain number of weekends