Company: A.S.O. UK
Position: Marketing & Communications Executive
Location: Hybrid - Clapham Junction (Currently 2 days in office/3 days at home)
Contract Type: Full Time – Permanent
Salary: £28-£31k (depending 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

Working alongside our Campaign Managers, the Marketing & Communications Executive be responsible for helping drive registrations into some of our largest events such as the adidas Manchester Marathon and ASICS Manchester Half. You will collaborate with agencies and designers to deliver brilliant, distinctive campaigns using tools such as digital advertising, media partnerships, and SEO.

You will also be communicating with tens of thousands of our participants, updating them with crucial information about their challenge using various channels such as website, email, social media, and SMS.

The Senior Marketing Executive will also help plan and create content throughout the campaign, as well as supporting on PR activity that helps our events become more recognisable to people across the UK (& beyond!).

KEY RESPONSIBILITIES

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

- Helping to execute the annual marketing plans that will perform against agreed targets and KPIs.
- Assist and update and develop the website user experience.
- Reporting on the performance of the campaigns such as email, digital & social media at regular intervals, and suggesting improvements as required.
- Work alongside the team to help develop content plans that will support the overall campaign and longer-term goals.
- Work with the relevant manager and other department leads to help create the best possible event experience for our participants.
- 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 an A.S.O. UK commercial representative and to carry out relevant duties within that event.
- Writing engaging copy that matches the event's tone of voice.

KEY RELATIONSHIPS

- With the Senior Marketing Campaign Manager and wider 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 people skills
- Personable and passionate
- Very 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

Experience

- Previous work experience within a sports environment would be an advantage
- Minimum 2 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 worked with partnerships in the past
- Have managed budgets, or elements of a budget

Other Requirements

- 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

HOW TO APPLY

Please send your CV and a cover note to chris.atkinson@aso-uk.com with the subject line: *Marketing & Communications Executive*