

## Senior Marketing Manager

**Location:** Rugby League Headquarters, Manchester

**Hours:** Full time

**Salary:** £34,138 to £37,551

An exciting opportunity has arisen at RL Commercial. Rugby League Commercial manages all commercial aspects of UK Rugby League, including the Betfred Men's and Women's Super League, the Challenge Cup and the England national teams (men, women and wheelchair). We are seeking to appoint a Senior Marketing Manager to take ownership of key Rugby League properties to help us reach our commercial targets in 2023 and beyond. This is an exciting time to join Rugby League Commercial, following a highly successful Rugby League World Cup in England in 2022 and the sport recently announcing a 12-year strategic partnership with global management company IMG.

**Principal duties will include, but not limited to:**

- To lead the planning and delivery of marketing strategy and campaigns for core Rugby League Commercial properties, including main events such as the Super League Grand Final, Challenge Cup Final, Magic Weekend and England international matches
- Leading and coordinating to-market strategies within the Marketing team itself (designers, CRM, ticketing, group sales), the wider Rugby League Commercial team (Communications, Membership and Digital) and external agencies (advertising)
- Across main events owned by the Senior Marketing Manager, to implement the Sports Presentation plan to ensure that each event is an unrivalled experience for our fans
- Working with the Head of Marketing, to help plan and deliver the annual Rugby League Commercial marketing plan for development of the sport at all levels, through increased ticket sales, revenue generation, membership acquisition and fan engagement
- Management of Rugby League Commercial brands, including the Betfred Super League, Challenge Cup and England Rugby League
- Together with the Head of Membership & Loyalty, to develop and deliver the strategy to grow and diversify the Our League Membership Scheme
- Working with Rugby League Commercial key partners (incl. clubs, IMG) and sponsors (incl. Betfred, Ronseal) to deliver value to all parties
- Developing and managing budgets for projects owned by the Senior Marketing Manager
- Monitoring market trends and pricing strategies with a view to implementing within our portfolio of products where it would be beneficial
- Assisting the sport's governing body, the Rugby Football League, with marketing strategies and campaigns where required

Appointment may be made subject to a DBS check.

Working for the RL Commercial will provide you with the opportunity to get involved with a wide range of exciting events. We are a united workforce, striving for excellence in all that we do. We are not a 9-5 organisation and encourage our team members to actively participate across all levels of the sport in a professional and respectful way.

**To apply please email your CV and cover letter to [People.team@rfl.co.uk](mailto:People.team@rfl.co.uk)**

**The closing date for applications is 31<sup>st</sup> January 2023**

The RL Commercial welcomes applications from all suitably qualified persons but has a commitment to progress towards greater diversity within its workforce. If you are an applicant with disability who meets the essential requirements of the job, we will interview you. We would be pleased to receive applications in alternative formats.

