



Marketing Communications Manager

LEADERS, a subsidiary of Leaders Group LLC, is the premium event and content platform for leaders in world sport. Our purpose is to catalyse conversations which drive the industry forward by connecting the best people, sharing the best ideas and championing excellence all over the world. With physical and digital events taking place across 3 continents, as well as a series of workshops and networking opportunities, Leaders are the trusted source of insight, learning and inspiration for decision makers, on and off the field, in sport.

The candidate will have excellent interpersonal skills, be extremely well organised with fantastic attention to detail, and a creative flair for how we best communicate Leaders as a thought leader.

The role:

Reporting directly to the Head of Membership, the Marketing Manager is responsible for planning and executing a year-round integrated marketing plan to lead our key audiences through the communications journey, to drive audience engagement, growth and renewal. They produce marketing material and co-ordinate marketing activities to ensure communications get to the right person at the right time within budget. This role uses a mix of marketing methods and strong communication skills to build effective relationships with key internal stakeholders and external contacts.

Key Accountabilities

- ✦ Build a year-round integrated sales and marketing plan through email marketing, social media, media partnerships, direct mail, digital advertising and PR
- ✦ Use strategies to drive audience engagement, consideration, purchase, renewal and advocacy across key sport performance and sport business audiences
- ✦ Use data and marketing tools to segment audiences based on behaviour and communicate relevant messages
- ✦ Write and edit high quality, compelling copy, which is accurate and grammatically correct, making sure that all printed and online communications demonstrate the defined value proposition for the brand
- ✦ Work with the content and product teams to devise a sales and marketing strategy that leads with content and product to drive eCommerce registrations and sales
- ✦ Working with the content and marketing team to build customer journey's
- ✦ Develop and maintain all relevant membership and community marketing and sales collateral to support marketing campaigns and defined commercial needs
- ✦ Create and uphold effective working relationships with internal stakeholders, third-party partners and marketing and design agencies
- ✦ Be the Leaders brand guardian - quality control on all things brand related and ensure the highest standard in the use of the Leaders brand
- ✦ Manage and report back to Senior Management on KPI's, campaign results and budgets

Ideal Candidate

- ✦ Minimum 4 years of experience in marketing
- ✦ B2B subscription, membership or community experience preferred
- ✦ Marketing planning and project management skills
- ✦ Demonstrable experience in campaign marketing
- ✦ Either experience of leading, or co-ordination of content and social marketing, paid advertising and eCommerce
- ✦ Great copy writing, proof reading skills and attention to details
- ✦ Strong analytical skills and awareness of digital and online platforms
- ✦ Proactive and responsible
- ✦ Computer literate with good knowledge of I.T. including Office packages, Word, Excel, PowerPoint, Access and Outlook

What we can offer you:



- ✦ A fast paced, dynamic environment where you will be exposed to all facets of a small-medium sized business
- ✦ Opportunity to have an impact immediately
- ✦ Flexible working
- ✦ An enhanced benefits package including;
 - Heavily subsidised gym membership
 - 26 days holiday per year + 1 additional for every 2 years' service
 - Simply Health membership
 - Cycle to work scheme
 - Interest free season travel ticket loan
- ✦ Global travel an option

To apply for this role, please email oliver.escritt@leadersinsport.com with a covering letter and your CV. Successful candidates will be contacted within 7 days.