

Rugby League World Cup 2021

Head of Marketing Candidate Information



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**RUGBY LEAGUE
WORLD CUP**
ENGLAND + 2021

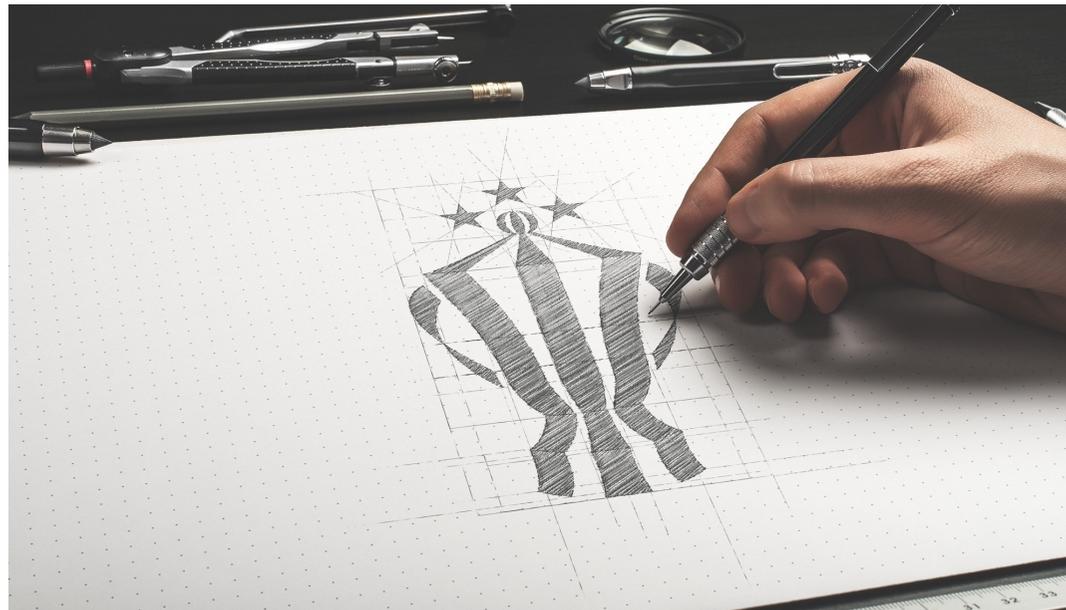
WHO YOU'LL BE WORKING FOR:

In 2022, England will host the Rugby League World Cup, which will be the biggest and best ever in its history that dates back to 1954 when the tournament began.

32 competing nations in the men's, women's and wheelchair competitions will play in 61 matches across 21 venues, including St James' Park, Elland Road, Emirates Stadium, Copper Box Arena and Old Trafford. The most inclusive sport played in the biggest venues across the country.

We are on a mission to create inspirational moments that excite, engage and leave a long-lasting legacy.

Led by our values of being Bold & Brave, World Class, Authentic and Inclusive, we are looking for the best talent to join our team.



WHAT IT'S LIKE IN OUR TEAM:

We have a 'start-up' culture with a 'high bar' mentality to everything we do - we need to ensure that all touch points of the tournament are world class.

We require innovators and have created an environment where all our teammates flourish.

We have a leader-leader culture (not followers), with each teammate taking responsibility and accountability for their actions and results to move the business forward - we want people with a glass half full mindset!

We move at pace and have plenty to achieve before the tournaments get underway so need people who are hungry to use their skills and experience but also have a desire to learn more.

With a great choice of rewards and training, we provide a progressive culture to learn and develop your career.



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Head of Marketing

Job Description



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Job Title: Head of Marketing

Job Purpose: RLWC2021 is seeking to recruit a proven and experienced Head of Marketing to join our Senior Leadership Team.

The role will include overseeing the planning and delivery of the tournament's ticket sales strategy.

The role will require a highly collaborative approach with multiple partners and will contribute to the tournament's vision of staging the biggest and best ever World Cup that benefits the sport in the long term.

Reporting To: Director of Revenue

Location: Bonded Warehouse, 18 Lower Byrom Street, Manchester M3 4AP

The role is office based, minimum three days a week, with some flexibility for an element of home based working.

Remuneration: £55k plus significant bonus that is results driven.

Additional Benefits: 25 days annual leave, pension, healthcare scheme.

Duration: Fixed term contract until 31st December 2022

Hours: Standard working hours are 9:00 to 17:00 although flexibility is required to ensure core objectives are achieved.

Candidates must be eligible to work in the UK.

Responsibilities

- Provide marketing expertise and support across the business as determined by the Revenue Director, and be accountable for the development, delivery, and success of a ticket sales strategy.
- To lead and report the RLWC2021 marketing and ticket sales performance against agreed targets.
- To lead on the development of a programme of research that will help achieve the ticket sales strategy.
- To lead on marketing activations e.g. the trophy tour ensuring alignment to the ticket sales strategy by working closely with hosts and partners.
- To oversee the day-to-day liaison of the creative, CRM and insight agencies of the tournament.
- Ensure accurate ticket sales reporting measures are embedded across the RLWC2021.
- To provide the marketing lead for other revenue areas of the business including hospitality, travel, sponsorship, and retail to achieve agreed targets.
- To manage, motivate and mentor staff within the revenue team.

Responsibilities (continued)

- To manage the group tickets sales team.
- To manage agencies and consultants supporting this workstream.
- Develop and maintain close working relationships with internal teams. Anticipate their needs, suggest ideas, identify potential problems, and provide suitable alternatives where appropriate.
- Internal reporting and other duties as assigned.
- Assume other duties as required by the Revenue Director.
- Take a proactive approach to self-development and performance improvement.
- With the Revenue Director produce and agree an Achieve & Develop plan.
- To actively contribute to RLWC2021's values of being Bold and Brave, World Class, Authentic and Inclusive.

This list is not to be regarded as exclusive or exhaustive, as there may be other reasonable duties and requirements associated with the post, which RLWC 2021 may call upon the post-holder to perform from time to time.

Rugby League World Cup 2021
Head of Marketing
Person Specification



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Skills and Experience

- Marketing experience in a consumer environment, such as retail, eCommerce, travel, entertainment, media, or sport.
- Evidence of marketing experience that has led to an increase in sales.
- An advanced knowledge and ability to produce marketing campaigns and applications including, but not limited to, digital and event marketing across earned, paid, and owned media.
- Ability to translate audience research and insights into powerful recommendations, effective marketing plans, and clear campaign briefs.
- Skilled in the use of analytical tools to measure campaign performance/effectiveness towards agreed departmental Key Performance Indicators (KPIs).
- Managing budgets, campaign analysis and tracking/monitoring procedures.
- Proven experience in managing successful CRM campaigns.
- Experience working closely with a sales organisation with a strong affinity for sales team success.

Skills and Experience (continued)

- Budget management experience.
- Stakeholder management experience.
- Self-motivated and dynamic personality with entrepreneurial and strategic thinking
- Attention to detail, reliable and discrete.
- Excellent communication skills, with individuals from all nationalities and cultural backgrounds with different language abilities.
- Experience of successfully working in a politically and commercially sensitive environment.
- Ability to develop relevant contacts, to facilitate collaboration and capture emerging best practice.
- Display a high degree of computer proficiency.

Rugby League World Cup 2021
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How to Apply



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Equal Opportunities

Rugby League World Cup 2021 is committed to equal opportunities for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

How to Apply

To apply for this role please submit your CV with supporting covering letter which demonstrates your suitability for the role via email to info@kinseysears.com

Candidates will also be asked to voluntarily complete an Equal Opportunities Monitoring Form.

The deadline for applications is Friday 12th November 2021 and interviews will take place shortly after.

Kinsey Sears is an executive search organisation specialising in the sports sector with unparalleled experience in the industry worldwide.

Our company has been exclusively appointed by Rugby League World cup 2021 to conduct all aspects of this assignment.

For a confidential discussion regarding this role please contact:

Tom Sears, Managing Director

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