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| Job Title: | Brand Campaigns Manager |
| Department: | Commercial |
| Reporting To: | Head of Brand and Campaigns |
| Direct Reports: | 0 |
| Version | V1 07/02/24 |

Job Purpose

To lead the successful development and management of campaigns for The R&A portfolio that support The R&A's strategic objectives and its short, medium and long term strategy.

Build and maintain strong relationships across the organisation and with external stakeholders to ensure The R&A's master and portfolio brand campaigns are developed collaboratively, achieving departmental objectives

Key Accountabilities

- Implement the overall campaign strategy for the full R&A portfolio ensuring alignment and optimisation to achieve strategic objectives.
- Lead on delivering strategic and creative solutions – including briefing and managing agencies – and the subsequent project management of marketing campaigns on behalf of all relevant departments and any stand-alone companies or acquisitions that carry The R&A brand (or those within its portfolio) and that support The R&A brand purpose and strategy.
- Develop strong relationships with the wider Golf Development department and specifically the Director of Strategic Programmes to work collaboratively on Campaigns planning, development and implementation.
- Working closely with the Marketing Team, lead the development of compelling campaign platforms for The R&A's commercial brands, in line with the relevant brand and marketing strategies, with a view to Marketing/Content then leading on campaign planning and activation.
- Lead external marketing agencies in the development and implementation (where relevant) of the brand campaigns.
- Drive brand awareness and affinity by ensuring brand campaigns tie into appropriate brand communication across all platforms, both online, offline and on-site.
- Analyse and report on the performance of marketing campaigns and activities, ensuring optimisation during delivery period.
- Build strong relationships internally and externally with a view to increasing awareness levels of campaign activity and active support through implementation.
- Leverage syndication, distribution and talent relationships where relevant to increase the reach of campaigns.
- Work closely with the content team on editorial alignment, scheduling, production requirements and implementation across multi-channels
- Work closely with the Communications Team on calendar planning and to optimise media engagement.
- Fulfil any operational responsibilities at The R&A's professional and amateur championships as required.

- Assist the Head of Brand & Campaigns in creating an environment of high challenge and support that will encourage team and personal growth.

Resource

- Responsibility for relationship and partnership management with key agencies and stakeholders.
- Input into required campaign budgets.
- Manage and deploy budgets owned by other departments to fulfil their campaign needs, under the direction of the relevant Executive Director or Director.
- Management of project management software, ensuring efficient and cost-effective project delivery.

Expertise

- Degree level qualification in a relevant discipline, or equivalent level of formal training, or extensive experience of working in a brand management/marketing environment.
- Project management qualification (Prince 2 or similar) or equivalent experience
- Considerable experience of successfully implementing brand strategies and/or internal/external campaigns.
- Experience in delivering multi-channel solutions.
- A proven track record in delivering effective engagement campaigns.

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.