

Job Title:	Marketing Manager
Department:	Commercial
Reporting To:	Head of Marketing
Direct Reports:	0
Version	

Job Purpose

This is a high-impact role responsible for leading B2C marketing across some of the most iconic Championships in global golf, engaging millions of fans worldwide.

The Marketing Manager will lead the development and delivery of integrated marketing strategies and plans that drive audience engagement, brand growth and commercial revenue in line with organisational objectives.

The role works closely with stakeholders across Commercial, Communications and Championships, as well as external partners and agencies, to ensure strategic alignment and the effective delivery of shared goals.

The role will focus on performance marketing and generating revenue and reach for key areas within the business and our Championships.

Key Responsibilities

- Lead the development and delivery of short- to mid-term marketing plans aligned to brand and commercial objectives.
- Work with key stakeholders to design, deliver, optimise and report on activity against revenue targets and KPIs.
- Collaborate with the Brand & Campaign team to understand brand positioning and contribute to the development of campaign platforms.
- Develop and lead integrated marketing activation plans across owned, earned and paid channels to drive awareness, engagement and revenue.
- Support the growth of owned and addressable audiences, with a focus on acquisition, engagement and increasing lifetime value.
- Collaborate with agencies to guide creative direction and deliver high quality marketing assets across owned and operated channels.
- Work closely with the internal content team to ensure content delivery supports shared commercial and brand objectives.
- Influence and manage six-figure marketing budgets to deliver required reach, engagement and revenue outcomes.
- Apply a data-led approach, using insight and performance metrics to inform planning, optimise campaigns and deliver post campaign reporting.
- Partner with the Consumer Insights & CRM Manager to shape insight-led marketing activity and communicate performance across the business.
- Manage relationships with multiple third-party agencies to ensure effective delivery in line with marketing and commercial strategy.
- Present marketing plans, performance and recommendations to senior stakeholders and leadership teams.

Resource

- Day-to-day management and input into six-figure marketing budgets.
- Work closely with the Head of Marketing on the management of external agency partners including out of paid media, campaign execution, email marketing and data analysis.

Expertise

- Degree-level qualification in marketing or a related discipline, or equivalent professional experience.
- Proven experience leading and delivering successful B2C marketing strategies and campaigns.
- Strong multi-channel experience across digital, CRM, content, paid media and partnerships.
- Experience working in events, sport, entertainment or retail/e-commerce environments.
- Strong commercial and analytical mindset, with the ability to use data and insight to drive performance.
- Confident stakeholder manager, comfortable influencing at senior level.

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.