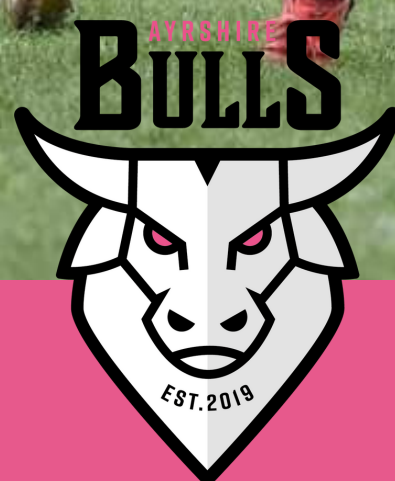
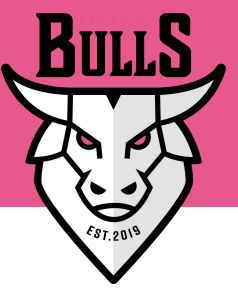




JOB BRIEF



DIGITAL MARKETING ASSOCIATE



Job Brief: Digital Marketing Associate - Ayr Rugby Club & Ayrshire Bulls

Ayr Rugby Club is seeking a talented and passionate Digital Marketing Associate to join our team. In this role you will play a crucial role in managing various marketing activities, with a particular focus on design and social media management, designing, and curating content for our monthly newsletter, and working closely with the Trustees and the General Manager handling associated marketing needs. This is an exciting opportunity to contribute to the growth and promotion of one of the leading rugby clubs in the region.

Strategy & Deployment:

- Social Media Management: Design, develop and execute social media strategies for all the various teams, events and business sectors of the Club to enhance brand awareness, engagement with our audience and sales. Using scheduling software and Trello project management tool.
- Create compelling and visually appealing content for social media platforms, including Facebook, Twitter, TikTok, Instagram, and LinkedIn.
- Monitor social media channels, respond to comments, and engage with followers.
- Analyse social media metrics to measure performance and identify areas for improvement.

Match Days

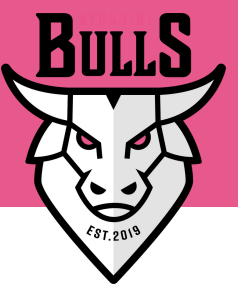
- Attend games and produce accurate and engaging live match scores & results for our various social channel, including pre match and post match content.
- Liaising with Scottish Rugby media representatives as well as accredited press and broadcasters.
- Capture key moments, highlight player performances, and provide insightful analysis to engage fans and supporters.

Design and Content Creation:

- Design visually appealing graphics, including promotional materials, banners, social media posts, and website visuals as required by the Trustees & the GM
- Curate & create engaging content for monthly newsletter, showcasing club news, upcoming events, player interviews, & community initiatives
- Design and schedule regular mail campaigns to members and sponsors using Mailchimp
- Ensure consistent branding and messaging across all marketing materials

Associated Marketing Needs:

- Collaborate with the marketing team & our GM to develop and implement marketing campaigns, both online and offline.
- Assist in organising and promoting club events, slides & graphics for match days and sponsors launches, sponsor promotion, and community outreach programs.
- Support the Trustees & GM in market research, competitor analysis, and identifying new marketing opportunities.



KPI's and Reporting

Social Media Engagement: Measure the level of engagement on social media platforms (such as likes, comments, shares, and followers) to assess the effectiveness of social media campaigns and content.

Website Traffic: Monitor website traffic using tools like Google Analytics to track the number of visitors, page views, and time spent on the website. This indicates the success of digital marketing efforts in driving traffic to the club's website.

Email Marketing Metrics: Track key email marketing metrics, such as open rates, click-through rates, and conversion rates, to evaluate the effectiveness of email campaigns in generating interest and conversions.

Conversion Rate: Measure the conversion rate of digital marketing campaigns, such as online ticket sales, merchandise purchases, or membership sign-ups, to assess the impact of marketing initiatives on driving desired actions.

Social Media Advertising Performance: Monitor key metrics like impressions, click-through rates, cost per click, and conversion rates to evaluate the effectiveness and return on investment of paid advertising campaigns.

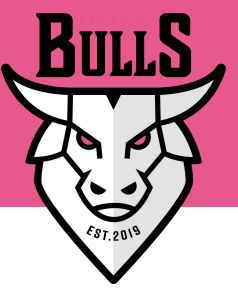
Brand Awareness and Reach: Monitor metrics such as reach, impressions, and mentions across various digital channels to assess the visibility and awareness of the rugby club's brand online.

Customer Feedback & Sentiment: Monitor online reviews, comments, and mentions to gauge customer sentiment and identify areas for improvement in the club's digital marketing efforts.

Event Attendance: Track the impact of digital marketing initiatives on event attendance and ticket sales to evaluate the effectiveness of promotional campaigns.

SRU and other Clubs : Review what other clubs and the SRU are doing and out forward any suggestions to the management.

Reporting: Using the above KPI's complete and submit a monthly report with suggestions for the Management to review our marketing performance.



Requirements:

- Bachelor's degree in Digital Design, Journalism, Marketing, Communications, or a related field.
- Proven experience in social media management, content creation, and design.
- Excellent written and verbal communication skills.
- Strong knowledge of various social media platforms and their best practices.
- Proficiency in graphic design software (e.g., Canva, Adobe Creative Suite or similar).
- Familiarity with email marketing tools and platforms.
- Passion for sport and understanding of the sports industry.
- Highly organised with the ability to manage multiple projects and meet deadlines.
- Creative thinker with a keen eye for detail.

Join our dynamic team and be part of a thriving rugby community. If you are a motivated and talented with a passion for sports marketing, we would love to hear from you.

To apply, please submit your resume, portfolio (including social media samples and design work), and a cover letter outlining your relevant experience and why you believe you are the ideal candidate for this role.

E mail to trustees@ayrrugbyclub.co.uk Closing date 14th November 2023

Note: This is a full-time position based in Ayr. You will be assisted by Launch Digital Ltd and will based in their premises with their expertise at hand for you if required.

Salary & Benefits

Work Pattern: Full Time, flexible working with weekend game days required 40 hours per week

Fixed term contract

28 Days Annual Leave

Company Pension Scheme

Progression opportunities

Salary: iro £21-23K