

## JOB DESCRIPTION

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**Job Title:** Brand Manager – Sports

**Department:** Brand Marketing

**Reporting to:** Senior Brand Manager

### **The Department**

The Brand Marketing Department is responsible for the development of the brand strategy and communication plan.

They will champion the brand and bring it to life throughout the business and within the business strategy.

### **Purpose of Job**

The Brand Manager will assist with the development and management of the brand strategy and communication plan Betway in the UK and Irish Market. They will assist with the creation and implementation of innovative brand campaigns to drive awareness, preference and customer engagement.

The Brand Manager will assist with the development of the marketing strategy from conception and design, communications planning, management of stakeholders, delivery to market and post launch appraisal process. They will be responsible for investigating the competitive environment (direct and indirect) and monitoring market trends to identify new opportunities.

### **Key Responsibilities & Accountabilities**

The position will involve the following areas of responsibility:

- Assist with the development and delivery of the brand strategy and communication plan to target both existing and potential customers in the UK and Ireland.
- Assist with the development and refinement of a multi-channel marketing strategy including annual planning and identifying key opportunity areas
- Responsible for communications architecture, visual identity and brand experience
- Work with promotion and retention teams to help develop and deliver a retention strategy which delivers the brand strategy
- Engage and develop relationships with internal and external partners and agencies
- Responsible for ensuring copy is developed, approved and aired as required
- Responsible for ensuring that media activities are planned, approved and executed as planned
- Work with multiple stakeholders to align and amplify plans and understand the on-going needs of the business
- Manage the implementation of innovative and engaging brand communications content.
- Assist the Senior Brand Manager with the management of the brand communications creative and media agencies.
- Work within a specified brand communications budget.
- Work closely with a range of teams, developing strong relationships including product developers, legal and compliance, marketing personnel, creative agencies and media buying agencies.
- Oversee the production of TV adverts, print advertisements, direct mail packs, email campaigns, websites,
- Line management responsibilities
- Champion the brand across the business and ensure that all activities meet the appropriate compliance standards and guideline

*This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.*

**Essential Criteria:**

- Experience of managing a brand communications strategy.
- Experience in brand development, brand positioning and branded product development.
- Ability to influence and manage peers and stakeholders
- Worked in innovative brand team with evidence of creating/managing activity.
- Understanding, knowledge and passion for brand management
- Experience of working in a multi-channel environment.
- Experience of managing a marketing budget with ROI analysis.
- Must be able to integrate brands across multiple touch points
- Experience in briefing, judging and leading creative ideas
- Experience of working with multiple stakeholders
- Be enthusiastic and passionate about the brand
- Consumer awareness and passion for meeting their needs
- Ability to manage different projects at the same time
- Experience of supervising or managing people or a person

**Desirable Criteria:**

- Educated to degree level with a qualification in Marketing
- Be from a sports or entertainment background
- Passion for Sports
- Copywriting skills
- Knowledge and understanding of Social Media
- Management experience

**Person Specification:**

- Team player with a record of managing a programme for a customer driven business.
- Creative spirit with an element of entrepreneurialism, enabling you to fit within a constantly changing and dynamic business.
- The ability to constructively challenge current thinking in a manner that pushes the boundaries and creates long term competitive advantage.
- A strong communicator with good organisation skills.
- Creative and innovative thinker with a desire to make a difference and develop a brand.
- Energy and the ability to support innovation and change
- Ability to develop and grow within the team
- Ability to energise people through integrity
- Strategic thinker with the ability to influence peers and stakeholders across the organisation
- Ability to support new change programmes
- Ability to maintain effective work performance when dealing with stressful and demanding situations – resilient and effective under pressure
- Numerical with a good analytical skills
- Organised and methodical in your approach to work
- Excellent communicator, both verbal and written
- Excellent project management skills
- Experience of managing projects and delivering on time and to budget
- Excellent presentation skills