

## **Job Description**

### COMMUNICATIONS & MARKETING MANAGER



<b>JOB DESCRIPTION</b>	
<b>Job Title</b>	Communications & Marketing Manager
<b>Salary</b>	Competitive
<b>Location</b>	Rodney Parade, Newport & CCB Centre for Sporting Excellence, Ystrad Mynach (plus national and international travel required).
<b>Hours of work</b>	Monday to Friday: 9am - 5pm as well as match days. Additional hours will be required in the evenings and on weekends.
<b>Responsible to</b>	Managing Director
<b>Responsible for</b>	Communications & Marketing staff x 2
<b>Contractual Status</b>	Permanent, Full Time (subject to six-month probationary period)
<b>Role Summary</b>	To pro-actively manage the day-to-day communication, marketing, PR and website activities of Dragons Rugby and Rodney Parade. Provide communication and marketing leadership to Dragons Rugby through clearly defined strategies. Play a key role in event coverage and media management for key events, including all senior and Academy/age grade fixtures.
<b>Key Relationships</b>	<ul style="list-style-type: none"><li>• Managing Director &amp; Senior Management Team at Dragons</li><li>• Director of Dragons Rugby &amp; Rugby General Manager</li><li>• Dragons/Newport County/WRU staff</li><li>• Appointed marketing agency &amp; design agency</li><li>• Sponsors &amp; Commercial partners</li><li>• Season Members &amp; DOSC</li><li>• Governing bodies, including WRU, URC &amp; EPCR</li></ul>

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	<ul style="list-style-type: none"> <li>• Other clubs/regions</li> </ul>
<b>Key Responsibilities, Tasks and Activities</b>	<p><b>Responsibilities:</b></p> <p>To provide communications and marketing management to Dragons Rugby and Rodney Parade, with the development and implementation of a clear strategy.</p> <p>To manage delivery and development of key elements within the communications and marketing strategy in line with organisational needs, covering media relations, e-communications and social media, sponsor communications, internal communications and stakeholder engagement.</p> <p>Develop a digital strategy that supports both Dragons Rugby and the Rodney Parade complex, including the continued development of the official website and launch of the Rodney Parade website.</p> <p>Responsible for ensuring growth of social media audiences and engagement through creation of relevant and engaging content.</p> <p>Proactively promote Dragons Rugby and Rodney Parade across all areas of activity (including Dragons Community, Commercial and Events teams) through the media to maximise publicity.</p> <p>Build and maintain effective relationships with media and broadcasters to maximise exposure.</p> <p>Work closely with the Managing Director and Senior Management Team to ensure communications needs and objectives are being met.</p> <p>Attend fixtures to produce and manage content for all channels.</p> <p>Manage communications relations with sponsors and other key stakeholders to ensure all PR opportunities are maximised in line with key objectives.</p>

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Lead on the development of the official website and Dragons TV, and all content gathering. Monitor communications and website performance and provide reports and recommendations as necessary.

Responsible for all media operations and needs at stadium hosted events.

Oversee focused and targeted marketing, including ticketing strategies, spectator engagement and marketing collateral.

Oversee the social media performance and provide insight as necessary for improvement.

Responsibility for brand management.

Manage the communications and marketing budget.

### **General:**

Undertake any other duties as required by the Managing Director.

To represent Dragons Rugby at all times in a professional manner.

### **Key Result Areas:**

Deliver a successful communications and marketing strategy.

Maximise exposure of all areas of the business through all available media channels.

Ensure all crisis situations are handled appropriately with no negative impact on Dragons Rugby.

Increase spectator engagement, brand awareness and increase revenue on match days and key events.

Work with external agencies as required to add insight and enhance the communications and marketing strategy.

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<b>Continued Professional Development</b>	Dragons are committed to providing CPD for the successful candidate. We expect the successful candidate to undertake available training courses and research to enhance personal knowledge, skills and experience.
<b>PERSON SPECIFICATION</b>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of PR or journalism / press office environment. Media/press handling, and relationship building.</li> <li>• Ideally some existing relevant relationships in sport/rugby.</li> <li>• Experience of campaign development and delivery.</li> <li>• Experience of working in a multi-stakeholder environment.</li> <li>• Able to assess suitability of content for communications purposes in terms of relevance to target audience.</li> </ul>
<b>Skills &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or an equivalent qualification.</li> <li>• Evidence of continuing professional development throughout career.</li> <li>• Excellent ability with words - grammar, spelling, language, ability to write within brand tone of voice/guidelines, ability to adapt to different audiences, attention to detail and strong proof-reading</li> <li>• You thrive in a busy and results driven team, within the highly competitive sport marketplace.</li> <li>• A genuine interest in rugby is essential.</li> <li>• You understand the importance of strong branding and persist to achieve set goals.</li> <li>• Strong interpersonal skills and relationship management.</li> <li>• The ability to work on their own initiative, effectively both as an individual and as part of a team.</li> <li>• Proficient use of all Microsoft desktop publishing software</li> </ul>

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	<i>NB. This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity you will be required to work and with consultation can be amended in the light of the changing needs of the organisation.</i>	
<b>Key Competencies</b>	<ul style="list-style-type: none"> <li>• Creative and journalistic</li> <li>• Natural relationship builder</li> <li>• Proactive, self-managed and self-motivated</li> <li>• Collaborative team-worker</li> <li>• Strong communicator</li> <li>• Good planner</li> <li>• Enthusiastic and resilient</li> <li>• Driven under pressure</li> <li>• Ambassador of our vision and values</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Full UK driving license</li> <li>• An understanding and commitment to equal opportunities in employment and sport.</li> <li>• Must adhere to confidentiality procedures at all times.</li> </ul>	
<b>Acknowledgement</b>		
<b>Employee Signature:</b>	<b>Name:</b>	<b>Date:</b>
<b>Line Manager Signature:</b>	<b>Name:</b>	<b>Date:</b>

***The job description is subject to change pending review by the role holder and their line manager.***