

<b>Job Title:</b>	<b>Head Of Marketing</b>	<b>Job Category:</b>	Member of The Nottinghamshire, Lincolnshire & Derbyshire Rugby Football Union Marketing & Sponsorship Sub Committee
<b>Location:</b>	Nottinghamshire, Lincolnshire & Derbyshire	<b>Travel Required:</b>	Visit potential sponsors and advertisers. Attendance required at Nottinghamshire, Lincolnshire & Derbyshire Rugby Football Union county and club events and functions.

**Job Description**

**PURPOSE OF THE ROLE**

To market the brand of Nottinghamshire, Lincolnshire & Derbyshire Rugby Football Union and therefore to create, maintain and manage the promotion of Nottinghamshire, Lincolnshire & Derbyshire Rugby through sponsorship.

To present Nottinghamshire, Lincolnshire & Derbyshire Rugby as a brand which can be sponsored by outside agencies, by having their brand linked to The Nottinghamshire, Lincolnshire & Derbyshire Rugby Football brand.

To attract additional funding for all aspect of the development of rugby with in the county through direct sponsorship of the Nottinghamshire, Lincolnshire & Derbyshire Rugby Football Union.

To maintain a close relationship with clubs, sponsors and advertisers whilst attracting additional funding. To attract sponsorship for either in event specific items (i.e. match day ball sponsors) or for county wide global events (i.e. game wide playing opportunities).

To organise a number of county wide events that lead to the promotion of Nottinghamshire, Lincolnshire & Derbyshire Rugby and present opportunities for sponsorship.

**ROLE AND RESPONSIBILITIES**

To identify, negotiate and agree sponsorship opportunities with potential sponsoring partners. To draw up and agree with potential sponsors and the executive terms and conditions of sponsorship arrangements. To maintain good communication with sponsors.

To organise a number of events such as :-

The Annual Members Dinner

The Annual Golf Day

The Annual Members Christmas Lunch

The Members Lunch at one home County Championship Senior XV match.

Other Nottinghamshire, Lincolnshire & Derbyshire wide marketing and promotion events as fit.

The creation, editing and organization of a variety of publications that provide opportunity for advertising and brand promotion. **This in unison with The Director of Communication.** Examples :-

The Yearbook

Various Representative matchday programmes including Senior Men, Women and Youth teams & NLD County Cup Finals Day.

**QUALIFICATIONS AND EDUCATION REQUIREMENTS**

Broad range of rugby experience: knowledge of the wider rugby landscape.

**PREFERRED SKILLS**

Market and Promotional Experience in a Commercial Environment.

**ADDITIONAL NOTES**

1. The emphasis of this role is one on getting the brand of Nottinghamshire, Lincolnshire & Derbyshire Rugby into the market place and using it draw in potential sponsors to put money into the game which will enable the game to develop and grow in the county. It is this reason that the post holder has to be involved in the production of the main publications of the county and these provide the best outlets to raise money from advertisers.

Reviewed By:		Date:	<a href="#">Click here to enter a date.</a>
Approved By:		Date:	<a href="#">Click here to enter a date.</a>
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