

## Marketing Analyst

### ***Purpose:***

The Marketing Analyst supports the delivery of the stadium’s marketing campaigns by coordinating and analysing activities across events, experiences, and commercial offerings to ensure reach, spend and ROI metrics are consistent. The Marketing Analyst supports and analyses marketing strategy, ensuring campaigns are executed in line with brand standards while contributing to audience growth and commercial objectives.

### ***Key Responsibilities:***

- Assisting in the development the tactical plans for marketing activity across stadium business lines.
- Implementation of the tactical elements of the marketing plan to ensure targets are achieved.
- Ensuring campaigns are brand compliant and delivering against our purpose, vision, and mission statements.
- Ensuring that all areas of the website related to stadium business lines are up to date
- Supporting the wider marketing team with proof reading and copywriting of all marketing collateral.

Experience Minimum Requirements	Education Minimum Requirements
<ul style="list-style-type: none"> <li>• 4 - 5 years of experience in sales focused on ticketing operations.</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor’s degree in Marketing, Business Administration or a related field.</li> </ul>