



**Title:** Head of Marketing

**Location:** Onsite at the Sunderland venues

**Hours of Work:** 40 hours per week – 8:30 till 5:30

**Reports to:** Senior Vice President

**Salary range:** £45 – 50k dependant on experience, plus benefits

**Purpose of the role:**

The Head of Marketing will implement the annual marketing strategies for the British Esports Federation (BEF) and its sub-brands, the National Esports Performance Campus (NEPC) and the British Arena (opening Q1 2026). This will require implementation through leadership of the marketing team and collaboration with the Senior Leadership Team.

The role holder will create a calendar of campaigns and events, develop brand strategy, prepare the marketing budget and analyse the market and competitors.

**Key tasks and responsibilities:**

- Develop and implement a marketing strategy to drive the organisation and venues forward.
- Analysing key marketing performance metrics and providing market research, forecasts, competitor analyses, campaign results and consumer trends.
- Support the key staff in delivering the KPIs for brand partners.
- Ensure that marketing initiatives are effective, proactive and engaging.
- Provide ROI for all marketing initiatives.
- Adjust the marketing plan considering the above and formulate unique insights to better understand the consumer and contribute towards the overall business strategy.
- Communicate marketing goals effectively, both within the team and the wider business.
- Provide tools and materials for the effective functioning of the sales team.
- Advise on the development of BEF's sub-brands (National Teams, Student Champs, British Esports Cup, Membership etc) and the NEPC and Arena.
- Identify new business opportunities and provide actionable plans to the marketing department and sales teams, ensuring the continuous improvement of the company's marketing efforts.
- Oversee the management of annual marketing budgets.
- Attend events on behalf of the organisation inc esports tournaments.
- Build strong relationships with the managers across the business.

- Deliver an overview of all marketing activities aiming to drive awareness and sales – ranging from digital, print, media and social media to market research and direct marketing.
- Oversee coordination with external agencies.
- Prepare and present marketing reports to the Senior Leadership Team and Advisory Board.

**Policies and Procedures:**

- Adhere to all company and departmental policy and procedure.
- Comply with statutory and company health and safety policies.
- Attend weekly/monthly departmental meetings as required.
- Ensure annual appraisals, job chats and job reviews are completed in line with company policy.
- Attend meetings and training as required.

**Key Skills:**

- Qualified with the Chartered Institute of Marketing, the Chartered Institute of Public Relations, the Institute of Data and Marketing, or the Digital Marketing Institute.
- A strategic thinker, creative with excellent analytical skills.
- Interpersonal skills – providing strong leadership and demonstrating the company's values and leadership behaviour framework.
- Innovative and results-driven – promoting a culture of high performance with a focus on successful outcomes.
- Proven project management success and extensive knowledge of all aspects of marketing.
- The ability to develop strong relationships and work closely with your team, other departments and with external multi-disciplinary teams.
- A good communicator with the confidence to provide expert professional advice.
- Technical skills – an understanding of content writing and creation, customer relationship management (CRM), social media marketing, search engine optimisation (SEO), public relations, email marketing, pay-per-click (PPC) advertising and automation.
- Analytical skills – the ability to analyse and review marketing metrics and trends to identify opportunities and threats.
- Agile and calm under pressure – able to adapt to a challenging environment where change is frequent and unpredictable.
- Ideally knowledge and passion of the esports and video games industries.

This job description covers the main objectives, responsibilities, and authorities of this position at present. Where necessary, changes may be made from time to time involving like or integrated work.

Signed:

Date:

(Employee)