

Partner Marketing Manager

This role supports the Head of Marketing and Commercial team in the development of co-created marketing plans and is responsible for executing activations between Scottish Rugby and commercial and marketing partners. This includes sponsorship, retail partnerships, concerts and events, all aimed at maximising the success of these collaborations for both Scottish Rugby and its partners.



Key Responsibilities

Strategy and ideation

- Idea generation for distinctive and compelling activation ideas, both physical and digital, with potential for commercialisation or collaboration with Scottish Rugby partners.
- Aligning the aims and ambitions of Scottish Rugby's events, marketing and content outputs with those of our commercial partners, creating maximum value for all.

Activation delivery and internal coordination

- Implementation and execution of agreed and contracted rights and benefits for co-branded/partner marketing activation, across in-person and online channels.
- Aligning Scottish Rugby internal departments to help ensure successful co-branded content and activations for commercial partners.
- Project management and implementation within agreed budgets and timescales, including budget management.

Partner relationships and new business

- Attending key partner marketing and activation meetings, as required, to build and maintain effective, positive working relationships with partners.
- Identifying and approaching potential commercial partners for activation opportunities, in conjunction with the Scottish Rugby Commercial team.
- Supporting the Commercial team with insight, data and brand content for sales pitches.

Insight, reporting and optimisation

- Briefing in reporting data requirements and presenting findings and insights internally and to partners
- Use insights to refine and optimise partner marketing activity, feeding into partner reports, evaluations, and helping to inform future pitches.

Stakeholders

This role works with a wide variety of internal and external stakeholders to ensure collaborative working across all areas:

- Marketing colleagues including Social Media, Creative Services and Content teams
- Commercial team colleagues
- Sponsors and Partners
- Events colleagues, including concert stakeholders
- National and Pro Teams

*"Our ambition is that everyone in Scottish Rugby feels a sense of 'belonging' by being clear on the **purpose** of their role, feeling **valued** as a member of the team, and **connected** to colleagues across all areas of the organisation"*

Key Skills

Revenue Generation

- **Stakeholder Management:** you have a strength for collaboration which engages internal and external partners. This enables you to create boundaries and manage expectations, enabling projects to work on time and to budget.
- **Creativity and Innovation:** You demonstrate and open-mindedness and curiosity to idea and opportunity. You try new ideas and put things into action.
- **Planning and Organising:** You manage time, resources, and tasks effectively to achieve your goals. Objectives are clear, tasks are prioritised, and plans are structured to ensure efficient and timely completion. You anticipate challenges, adapt as needed, and keep everything on track to meet deadlines and deliver results.

Knowledge & Experience

- Strong track record in partnership marketing/brand activation experience from rights holder, agency or brand sponsorship/marketing teams
- Evidence of concept creation and idea generation
- Evidence of successful pitch rate
- Solid experience at delivering integrated campaigns, cross channels – owning from idea to delivery, but collaborating with specialist colleagues
- Experience of operating alongside colleagues at a senior level in businesses and building successful relationships
- Experience of managing competing demands and finding synergies and priorities
- Evidence of a data-led approach to co-marketing and reporting
- Previous significant project management or event management experience to support the successful delivery of activations

Working Logistics

Location: Scottish Gas Murrayfield, Edinburgh

Working pattern: Monday to Friday, full time, with occasional weekend working

Contract type: Permanent

Reports to: Head of Marketing