

Digital Marketing and CRM Specialist



This role delivers hands-on execution across Scottish Rugby's digital marketing channels and customer-facing platforms. Owning day-to-day website content and delivering email, CRM, paid media and digital campaigns within agreed strategies and frameworks. Working collaboratively with other teams, the role helps create engaging, optimised digital experiences that support fan engagement and commercial objectives.

About the role

Key Responsibilities:

Website content and digital platforms

- Own day-to-day website content management, ensuring content is accurate, engaging, timely, and optimised for digital audiences and SEO/GEO visibility.
- Plan, publish and optimise content with Communications and Marketing colleagues, in line with organisational, campaign and audience objectives.
- Use performance and audience insight to improve content, structure and user journeys.
- Maintain strong content governance, accuracy and consistency, and support testing and delivery of wider platform developments.

Email and CRM

- Build, test, schedule and deploy email and CRM campaigns, including lifecycle journeys (segmentation, personalisation, automation and triggered communications), in line with agreed strategies.
- Test and optimise email campaigns and lifecycle journeys to improve engagement, conversion and performance.
- Maintain high standards of CRM and audience data hygiene within agreed governance and GDPR processes.

Digital campaign delivery

- Deliver and optimise digital marketing activity across owned and paid channels, in line with agreed campaign and channel strategies.
- Ensure assets, messaging, links, tracking and targeting are implemented accurately and on time.
- Implement testing and optimisation activity to improve campaign effectiveness and performance.

Performance and optimisation

- Monitor and analyse performance across website, email, CRM and paid channels to support reporting and optimisation.
- Identify trends, issues and opportunities for improvement, making recommendations based on insight.
- Implement agreed testing and optimisation activity across digital channels.

Digital projects and operational delivery

- Provide operational support for digital projects and platform developments, including testing, content migration, implementation and launch activity.
- Work with internal stakeholders and external partners to support effective delivery.
- Maintain high standards of accuracy across content, channels and platforms, and support digital asset management and organisation.
- Ensure always-on activity is maintained alongside campaign and project requirements.

Stakeholders

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

- IT & Digital colleagues
- Customer colleagues including: Marketing, Communications, Content, Creative Services, Ticketing, Commercial and Partnerships
- Pro Team colleagues
- External digital and technology partners

*"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 an open-mindedness and curiosity to idea and opportunity. You try new ideas and put things into action.
- **Digital Literacy:** You can find, use, evaluate, create and share information digitally. Think critically about the content and use tools and platforms to communicate in digital ways.
- **Communication:** You get your point across clearly and effectively with the ability to inspire positive change. You make sure that everyone understands what the message is and they feel equally heard while adapting the delivery to the relevant audience.

Knowledge & Experience

- Experience delivering digital marketing across website, email, CRM and paid media channels
- Strong CMS experience managing and publishing website content
- Good understanding of SEO/GEO principles and their application to content and discoverability
- Working knowledge of CRM lifecycle marketing and customer journeys (acquisition, engagement, conversion and retention)
- Experience building email campaigns and automated lifecycle journeys within an email/CRM platform
- Experience of Braze preferred, or experience of a comparable customer engagement or marketing automation platform
- Understanding of audience segmentation, personalisation, automation, testing and optimisation
- Working knowledge of paid media platforms (Google Ads, Meta Ads Manager)
- Good understanding of digital analytics and reporting (Google Analytics, SQL, Microsoft Clarity)
- Understanding of UX, conversion optimisation and digital marketing best practice
- Strong attention to detail, with the ability to manage multiple priorities and deadlines
- Analytical and curious, with an interest in performance, testing and continuous improvement
- A passion for sport and understanding of digital fan behaviour is desirable

Working Logistics

Location: Scottish Gas Murrayfield, Edinburgh

Working pattern: Monday to Friday, full time

Contract type: Fixed term

Reports to: Digital & CRM Lead