

SweetSpot

PR & Marketing Executive, SweetSpot Group

SweetSpot Group, the organisers of The Tour of Britain cycle race and other leading cycling events, are looking to recruit an additional team member to join their busy and expanding PR & Marketing department.

The role presents an exciting opportunity for someone looking to join a leading UK company in the sports industry, working on a wide portfolio of major cycling activities.

The position is a full-time role based at SweetSpot's Surrey offices and includes on event work, including some weekends, on events such as The Tour of Britain, Women's Tour and Tour Series.

The role is within SweetSpot's existing busy PR & Marketing team, working to deliver the promotional and marketing campaigns for the 2018 events onwards, alongside the existing members of the team.

This is an opportunity to work in a fast-paced and creative environment where a candidate can take ownership of individual projects and develop new and exciting ideas to take the events forward.

Key responsibilities will include:

- Assisting in the day-to-day management of digital platforms, social media accounts and particularly CRM/newsletter software.
- Ensuring the event websites are kept up-to-date with fresh and engaging content
- Assisting in the creation of digital content plans, including event specific content, and overseeing their execution
- Creation of periodic analytics and reporting for social media and website
- Planning and proactive suggestions of content and strategy for both PR and Marketing campaigns around the events
- Assisting in planning and conducting promotional events year round and management and collation of press coverage of SweetSpot events.
- Assist in dealing with media enquiries as a part of the press office team and management of the media accreditation system for events.
- Working with colleagues to assist in the delivery of sponsors' contractual rights and managing partner relationships to ensure they have required event assets on a regular basis

SweetSpot Group, Rathbone House, 4a Heath Road, Weybridge, Surrey, KT13 8TB

www.sweetspotgroup.co.uk

info@thetour.co.uk

- On events the role will include assisting with the management of media and running of media centres, plus the creation of content for SweetSpot's own platforms.

The ideal candidate:

- Degree or equivalent qualification, ideally in a relevant subject
- Previous experience of working in a PR and/or Marketing environment on sporting events, particularly cycling, would be considered advantageous.
- A real and unapologetic sporting fan, with a knowledge and/or passion for professional cycle racing in the UK would also be an advantage
- Experience of having worked with and used CMS systems. A knowledge or familiarity with the management of eNewsletter campaigns would be
- Strong organisational and time management skills with a high level of attention to detail very important to the role.
- Will be flexible and able to adapt to changing deadlines and priorities.
- Will be enthusiastic and able to work both individually and as a part of a focused team
- Excellent IT skills, including knowledge of Outlook and MS Office. Knowledge and understanding of editing software such as Photoshop and basic video editing packages would be considered advantageous.
- The role requires frequent travel to meetings and events, so a full drivers licence is required.
- Based in or close to SweetSpot's Surrey offices, or willing to relocate.

To apply for this position, please send a covering letter and copy of your current C.V to media@thetour.co.uk using the subject line 'PR & Marketing Executive – Application'.

Supporting evidence of relevant, previous work should also be supplied with your application.

Closing date for applications is Friday 20th October 2017 with interviews for prospective candidates to be conducted during November, with a view to a December starting date.

