



Senior Marketing Executive

Company: Spartan & Tough Mudder (*subsidiary of Spartan Race Inc. based in the USA*)

Job Title: Senior Marketing Executive - Spartan Germany/Austria & Tough Mudder

Germany

Salary: Competitive

Contract Type: Fixed Term

Fixed Term: Initially 12 months with the potential to extend to permanent.

Reports to: Head of Marketing.

Location: Central London or Remote

Requirement: Fluent in German and English. Verbal & Written

Immediate start available.

About Spartan and Tough Mudder:



From our humble beginnings in 2010, both the Spartan and Tough Mudder brands have grown exponentially across the globe, now operating in over 42 countries, delivering over 250 events annually and welcoming 10+ million people to our start-lines. Our mission throughout remaining clear, to transform 100 million lives, and we are well on our way to achieving that goal.

From day one, we've built a culture to reflect that philosophy, bringing on quirky people who are great at what they do and passionate about our events and customers. Together we have created

brands that have become movements and lifestyles; in just six years, we've helped our communities fundraise over £5M for UK charities and had over 10,000 people get Tough Mudder or Spartan tattoos. The opportunity ahead of us is vast, and we continue to look for the best, brightest and most badass to join us.

Our ideal candidate wants more than a few lines on their resume - they want to help build a company that changes the lives of millions of people for the better. This role will give you the opportunity to push your boundaries and find out what you're capable of, to work with and learn from incredibly smart people,

Senior Brand Marketing Executive: Job Description



and, most of all, to enjoy the journey of helping to market a world-class events organisation.

Sound like something you can get on board with?

Overview:

Reporting to the Head of Marketing, the successful applicant will help to execute against our customer acquisition and retention strategies and deliver best-in-class brand and promotional activities, primarily across owned channels.



A champion of customer relevant content, you're that special mix of being both creative and analytical and you know the value of owned channels and customer loyalty. You'll collaborate with different teams to best leverage platform capabilities and optimise creative to be relevant across different database segments and platforms.

The role will work closely with key internal and external stakeholders (sponsors, media, digital vendors, PR agencies, etc.) to ensure objectives are met and will assist in the production of all marketing and promotional collateral; as well as reporting documents. Specifically, the role will involve:

Primary Responsibilities:

- Develop and plan in the country marketing strategies of the assigned brands to drive revenue, brand awareness and engagement.
- Support the *Brand Lead* on the implementation, reporting and optimisation of our promotional and multi-channel brand campaigns to drive brand awareness and ticket sales
- Creative copywriting and the ability to switch seamlessly between long and short form copywriting (blogs, articles, email, social, paid, press releases), always speaking from the brand TOV and optimising for campaign and asset objectives
- Creative ideation across owned and paid channels, managing the end-to-end creative briefing process and asset development
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts (across channel and platform)
- Developing high-engagement social media content plans, scheduling and reporting on social media plans and campaigns.
- Working collaboratively with the channel leads and freelance creative resource
- Produce performance reports and provide detailed narrative around channel and campaign performance with actionable insights to continue to optimise marketing activities
- Website management and updates (via CMS)

Requirements:

- Excellent verbal/written communication skills - proficient in German and the English language
- Passion and alignment with the Spartan & Tough Mudder brand mission and ethos

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- Professional, high-energy, self-starter
- Ability to work both independently and within an integrated management structure – Team player
- Event Marketing experience (desirable)
- Excellent prioritisation and time management skills
- Comfortable with managing multiple projects and tight turnaround times
- Demonstrable brand marketing experience
- Demonstrable creative copywriting and campaign and asset development and delivery experience
- Understands audience segmentation and how to optimise creative towards business and campaign goals
- Working knowledge of website CMS systems to update, edit and produce website content (ideally experience in Wordpress or Contentful platforms)
- Experience using social media scheduling tools to plan and execute social media campaigns
- Experience using GA (desirable)
- Understanding of SEO
- Some knowledge and experience work in photoshop or simpler design software tools.
- Bachelor's degree, preferably marketing or communications related

How to apply

Please send a copy of your resume and covering letter or email to Natalie Beales

natalie.beales@spartan.com

We look forward to receiving your application.