



# ENGLAND HOCKEY

## EuroHockey Championships 2027 Marketing & Campaigns Manager Job Description

Job Title:	EuroHockey Championships 2027 (EHC27) - Marketing & Campaigns Manager
Location:	Flexible, but regular travel to Bisham Abbey NSC will be required
Salary:	£35k - £40k (depending on experience)
Responsible to:	Director of Marketing, Communications and Commercial
Hours:	Full-time
Term:	Fixed Term to September 2027

### ENGLAND HOCKEY BACKGROUND

England Hockey's mission is to "share the love of hockey and work together to make hockey more visible, relevant and accessible to all". The current focus for the organisation is delivery of its 5 objectives within the 2023-2028 strategic plan which can be found [here](#).

### EUROHOCKEY CHAMPIONSHIPS 2027

England has been awarded the hosting rights for the prestigious EuroHockey Championships 2027, This major European event, sanctioned by EuroHockey, will see the finest hockey talent from Europe compete in an unforgettable tournament in Summer 2027.

Lee Valley Hockey and Tennis Centre, located in the iconic Queen Elizabeth Olympic Park, whose purpose-built facilities are designed to meet the highest international standards, will host the group games and quarter finals for the 2027 event.

The semi-finals and finals of the Championships will see the return of Big Stadium Hockey, a pioneering concept transforming sporting stadiums into world-class hockey venues. This innovative approach offers the unique opportunity to bring hockey to larger audiences, with up to 15,000 fans planned for each of the semi-finals and final.

### ROLE SUMMARY

The **EuroHockey Championships Marketing & Campaigns Manager** will lead the marketing and ticketing strategy for the EuroHockey Championships 2027 (EHC27). This pivotal role will drive the brand campaign, generate excitement, and enhance engagement for the event. The EuroHockey Championships Marketing & Campaigns Manager will play a key part in the overall delivery of the Championships, ensuring a seamless integration of marketing efforts to maximise the tournament's reach, ticket sales, and fan engagement. The role will also support on other major ticketed events for

England Hockey in the build up to the EuroHockey Championships to drive fan engagement and ticket interest.

## KEY TASKS AND RESPONSIBILITIES

### **Strategic Marketing Planning:**

- Lead the development and execution of a comprehensive marketing strategy for the EuroHockey Championships 2027, ensuring alignment with England Hockey's vision and commercial objectives.
- Work with the Commercial Director to define KPIs and target audiences, and build a strategy to achieve ticket sales, awareness, and engagement goals.
- Oversee the marketing budget, ensuring efficient allocation and spending to maximise ROI.

### **Campaign Development:**

- Create and implement multi-channel marketing campaigns across digital, social media, print, radio, and outdoor advertising to raise awareness and build excitement for the Championships.
- Ensure the creation of compelling content and messaging that resonates with diverse fan segments, including youth, families, and international audiences.
- Collaborate with external agencies and internal teams to develop creative assets and manage campaign schedules.

### **Brand Management:**

- Develop and maintain the EuroHockey Championships 2027 brand identity, ensuring it is consistently applied across all touchpoints, both digital and physical.
- Oversee the production of event collateral including brochures, digital assets, ticketing platforms, and merchandise.
- Manage relationships with sponsors and stakeholders, ensuring brand alignment and maximisation of partnership opportunities.

### **Ticketing Sales:**

- Working with the ticketing strategy agency and ticketing provider, design and implement a strategic ticketing sales plan, utilising early-bird promotions, group sales, and VIP packages to drive ticket sales.
- Work closely with the membership services teams to ensure seamless customer journeys from purchase through to event attendance.
- Track and analyse ticket sales data to adjust strategies and meet sales targets, reporting on key metrics to the Commercial Director.

### **Stakeholder Engagement & Communication:**

- Serve as the key marketing contact for the EuroHockey Championships 2027, liaising with event stakeholders, partners, sponsors, and the media.
- Work closely with the EuroHockey leadership and comms teams to ensure messaging, objectives and brand alignment
- Work closely with the England Hockey events team, ensuring that the marketing campaign aligns with operational and logistical planning for the Championships.
- Working with the England Hockey comms team, build and manage relationships with media outlets, ensuring extensive press coverage of the event.

### **Fan Engagement & Community Outreach:**

- Working closely with the Membership Engagement Manager, develop and implement fan engagement strategies to drive participation and in the event, including grassroots initiatives and digital engagement programmes.
- Coordinate with the Social Impact Manager and community outreach programmes to build excitement for the event in schools, clubs, and local communities.
- Monitor and assess fan feedback and engagement, making data-driven adjustments to campaigns and strategies.

**Performance Reporting & Analysis:**

- Provide regular performance reports on all marketing campaigns, including ticket sales and brand awareness, and make recommendations for optimisation.
- Track and analyse marketing trends and competitor activity, ensuring England Hockey stays at the forefront of sports marketing.

**Leadership & Team Collaboration:**

- Collaborate effectively with other departments (events, development, operations, communications) to align strategies and achieve collective goals.
- Lead and mentor a small team, ensuring high standards of work and cohesive collaboration.

**PERSON SPECIFICATION**

We are a values-based organisation with a strong ethos to work with integrity and nurture an environment of inclusion. We are proud to employ enthusiastic, inspirational, and highly skilled individuals who demonstrate through their behaviour the values of England Hockey:

- Collaborate inclusively
- Care for people and places
- Play with spirit, win with grace
- Resilient in everything we do

**Qualifications and Experience:**

- Proven experience in leading marketing campaigns for major sporting events, with a focus on ticket sales, fan engagement, and brand development.
- In-depth knowledge of the UK sporting landscape, with a strong network in agencies and media.
- Strong project management skills, with the ability to prioritise and execute multiple projects simultaneously.
- Excellent communication skills, both written and verbal, with the ability to engage a wide range of stakeholders.
- Analytical mindset, with experience in using data and analytics to drive decisions and improve campaign performance.
- Experience of managing budgets to ensure ROI from marketing investments.
- Experience of managing external agencies and suppliers to deliver high-quality outputs on time and within budget
- Familiarity with digital marketing tools and platforms, including social media, email marketing, and content management systems.
- Previous experience in ticketing strategy and sales.
- Experience of managing and motivating teams to deliver at the highest level.

**Desirable:**

- A passion for hockey or sport in general.
- Experience with major international sporting events or tournaments.

**Skills and Abilities:**

- Strong marketing and campaign planning skills, with the ability to develop and deliver integrated campaigns across digital, social, PR, and experiential channels
- Strong leadership capabilities with the ability to manage a diverse team
- Creative thinker with a commercial mindset, able to think outside the box to identify new promotional opportunities, drive audience growth and push boundaries.
- Excellent written and verbal communication skills, with the ability to craft compelling messaging and influence a wide range of stakeholders
- Resilient and adaptable, able to manage multiple projects and deadlines in a fast-paced, event-focused environment
- Strong organisational and project management skills, with outstanding attention to detail and a commitment to excellence
- Collaborative team player with the confidence to lead cross-functional initiatives and build strong relationships internally and externally



- Data-driven and results-oriented, able to evaluate campaign performance and optimise for success
- Confident working both strategically and operationally – comfortable switching between big-picture thinking and hands-on delivery
- Proficient in Microsoft Office and familiar with marketing tools such as CRM systems, email platforms, social media scheduling tools, and content management systems
- Highly motivated, self-starter with a can-do attitude and a proactive approach to problem-solving

This job description is not intended to be regarded as inclusive or exhaustive and will be amended in the light of the changing needs of the organisation. All employees will be expected to support our major events.

To Apply:	<p>Please submit your CV (maximum 2 pages) with a one page covering letter by email to the Head of People, <a href="mailto:careers@englandhockey.co.uk">careers@englandhockey.co.uk</a> clearly identifying how your skills and experience are relevant to the requirements outlined in the job description and the unique qualities you will bring to the role.</p> <p><a href="https://www.surveymonkey.co.uk/r/EDIMon">We would be pleased if you could also complete the Equality Monitoring Form – please use the following link: https://www.surveymonkey.co.uk/r/EDIMon</a></p>
<b>Closing Date:</b>	Thursday 10 July 2025
<b>Interview Date:</b>	w/c 14 July 2025 (tbc)