

Senior Account Director

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Company: Performance54

Location: United Kingdom

Category: other-general

POSITION:Marketing Strategy, Senior Account Director - EventsLOCATION: Wimbledon, London (UK) or Riyadh (KSA) TERM: Full-time, PermanentABOUT

PERFORMANCE54:Performance54 is a global leader in sports marketing, event management, consulting and strategy, driving positive change through sport. With offices and a client base across Europe, the Middle East, Asia, US and Australia the Performance54 team boasts unrivalled experience across sponsorship strategy and activation, tournament promotion and management, PR and communications and destination marketing and is trusted by some of the world's best-known brands, rights holders, governing bodies, major investors and non-governmental organisations.ROLE OBJECTIVEThe opportunity exists for an experienced, enthusiastic and creative Marketing Strategy, Senior Account Director - Events, to join the Performance54 team, playing a pivotal role in the delivery of the company's global golf events portfolio. The ideal candidate will have highly relevant experience in directing the marketing function, adhering to best practice and utilising insights to deliver against event KPIs, particularly in driving event attendance and commercial returns.The candidate must be comfortable working on multiple projects and to tight deadlines. Strong organisational skills and the ability to lead and manage both internal and external teams is required, as is excellent attention to detail.The successful candidate can be based in either the global HQ in Wimbledon (UK) or Performance54's office in Riyadh (KSA), although significant international travel will be necessary to be present at events throughout the year (circa 8-10 weeks travel per year).KEY ROLES & RESPONSIBILITIESManaging a team of four, the role requires a varied skillset and the

ability to lead the event marketing function in the delivery of solutions drawn from across the entire marketing mix: marketing and ticketing strategies for professional golf tour events, allocating campaign budgets and managing all approvals with the client success against event marketing KPIs, which will be closely aligned to meeting sponsor objectives, enhancing brand awareness, driving ticket sales and achieving commercial returns closely with the commercial team to understand and integrate creative solutions for event partners and commercial sponsors the Marketing Strategy - Events team, and lead coordination of internal support from across Advertising, Earned Media, Social & Content and Brand & Creative, as well as any external agencies, in the delivery of world-class event campaigns and oversee the delivery of outstanding creative activations (content and otherwise) for each individual event, which demonstrate the full extent of Performance54's creativity and capability CSR and community impact exist at the heart of Performance54 events, by developing meaningful and creative activations, partnerships and initiatives and utilise research and insights to support the continued progression of Performance54's event marketing offer and analyse the success of each event campaign to ensure key learnings are ingrained in future delivery outstanding client relations throughout the event marketing team and ensure effective reporting structures both internally and externally SKILLS & QUALITIES In addition to skills commensurate with the above, the successful candidate will display the following: Experience in conceptualising, creating and delivering cross-platform marketing campaigns for significant sporting events Experience in achievement of high event attendance through delivery of successful campaign delivery Interest in professional golf is required; experience of golf event marketing is desirable Brand management experience, ensuring key narratives and brand elements are protected throughout all activity Proven ability to lead senior members of the marketing team, including communications, social media and advertising Stakeholder management experience, dealing appropriately with C-Suite individuals internally and externally Budget holder and responsibility for all event marketing spend Committed to detail and adherence to set timelines, planning documentation and process SALARY & BENEFITS with experience annual bonus of up to 8% days annual leave (+ public holidays) Assistance Program (EAP) travel

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