



Primary Partner:

GRANGE



Job Advert: Marketing & Content Lead

Location: Ampthill / Bedfordshire/ Hertfordshire -Hybrid working

Salary: Competitive salary and performance related benefits

Contract Type: Full-time, Permanent (including weekends and evenings)

Closing Date: 12.00 pm 2nd July 2026

Interview Date: 8th July 2026

About Us

Ampthill and District Community Rugby Club is an elite English rugby union club that proudly balances its status as an **RFU Champ** competitor with a passionate, grassroots mission. Aspiring to be the **most professional community rugby club in the country**, the Bedfordshire-based club fields multiple senior, women's, youth, and mini sides every single weekend.

Driven by a core ethos of "**Rugby for All**," Ampthill actively removes traditional financial, physical, and cultural barriers to participation to ensure that players of all abilities, ages, and backgrounds can thrive. From elite development pathways to fully inclusive local outreach initiatives, the club serves as a vital social and athletic hub that leverages the power of professional sport to unite and elevate its surrounding community.

Ampthill and District Community Rugby Club is more than just a rugby club; we are a hub for our community. We believe rugby builds character, fosters lifelong friendships, and unites people. We are seeking an inspiring individual to take our marketing and content creation initiatives to the next level.

The Role

Are you a creative storyteller who knows how to capture the raw energy of professional sport and translate it into viral, high-converting digital content? We are seeking a dynamic **Marketing & Content Lead** to own our club's branding and digital strategy. In this role, you will be the creative heartbeat of Ampthill and District Community Rugby Club. You will bridge the gap between our elite Champ league presence and our deep community roots, building a data-driven fan engagement engine that packs the stands at Dillingham Park and grows our global digital audience.

Who You Are

- **A Multichannel Creator:** You are just as comfortable shooting a TikTok behind-the-scenes video as you are writing a press release or designing a matchday program.
- **A Data-Driven Marketer:** You don't just look at "likes." You understand CRM systems, email segmentation, and how to use data warehouses to drive ticket and membership sales.
- **A Strategic Thinker:** You can balance Champ central league brand guidelines with the unique, authentic identity of "The Mob."
- **A Collaborative Partner:** You naturally spot opportunities to amplify community outreach and seamlessly integrate commercial sponsors into high-performing digital content.

What We Offer

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Amphill & District Community Rugby Club Limited Dillingham Park, Woburn Street, Ampthill, Bedford, MK45 2HX
www.amphillruffc.com Tel: 01525 403303 Vat Reg No. 196 7536 11 Registered in England and Wales 00629333

- Competitive salary and performance-related benefits.
- The creative freedom to build and shape the digital identity of an elite sports club.
- Professional development opportunities and close collaboration with the central league media teams.
- Complimentary matchday tickets, official club kit, and a vibrant, purpose-driven working environment.

Role Purpose

The Marketing & Content Lead will manage and execute the club's marketing, branding, and digital content strategy. The successful candidate will ensure absolute alignment with the Champ league's commercial and engagement objectives, turning digital engagement into matchday attendance, commercial revenue, and community impact.

Key Responsibilities

Digital Strategy & Content Production

- Manage all club communication channels, including social media platforms, the official website, and email marketing campaigns.
- Produce high-quality, engaging digital and matchday content, including short-form and long-form video, photography, and written materials.
- Maintain a consistent, high-quality presence across social platforms (TikTok, Instagram, YouTube, X, and Snapchat), adapting content frequency and formats based on platform best practices.
- Deliver varied video content formats (match highlights, behind-the-scenes, player features) to test and optimise for audience growth.

League Alignment & Matchday Operations

- Develop and implement an overarching marketing strategy that aligns perfectly with central Champ league brand guidelines.
- Work in close partnership with the league's central marketing team to deliver consistent messaging and nationwide campaigns.
- Ensure all matchday content (including PA scripts, digital scoreboard assets, video boards, and in-game fan activations) meets or exceeds the league's Minimum Operating Standards (MoS).

Fan Engagement, CRM & Data Optimisation

- Integrate CRM and Data Warehouse tools to enhance marketing personalisation, fan segmentation, and targeted supporter communications.
- Collaborate with the central league team to optimise the club's utilisation of the central database for ticket and membership campaigns.
- Oversee all fan engagement initiatives to drive stadium attendance, improve matchday atmosphere, and boost retail/membership revenue.

Cross-Departmental Collaboration

- Work alongside the Commercial Manager to deliver flawless activation for sponsors, ensuring corporate partners are seamlessly integrated into high-reach digital content.
- Collaborate with the Community Engagement Lead to amplify funded community projects, boosting club visibility and unlocking new CSR/ESG/ commercial partnership opportunities.

Key Performance Indicators (KPIs)

- **Audience Growth:** Achieve a minimum 10% increase in social media followers per quarter across all priority channels.
- **Platform Engagement:** Maintain strong engagement rates across all platforms, consistently meeting or exceeding sports industry benchmarks for TikTok, X, and Instagram.

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- **Content Innovation:** Deliver a consistent stream of engaging video content, ensuring varied formats are continuously tested and optimized.
- **League Compliance:** Ensure 100% of published content and matchday operations align with central league brand guidelines and MoS requirements.
- **Database Expansion:** Develop and execute a data-driven fan engagement strategy that increases the supporter database opt-ins by 15% annually.

Reporting Metrics

The role will regularly track and report the following metrics to the executive board:

- **Social Analytics:** Cross-platform follower growth, reach, impressions, and engagement rates (likes, comments, shares, video view-through rates).
- **Database & CRM Health:** Database growth rate, email open rates, click-through rates (CTR), and unsubscribe rates.
- **Campaign Conversion:** Ticket sales conversion rates, membership acquisition numbers, and retail store referral traffic.
- **Matchday Compliance:** Audit scores from league officials regarding digital scoreboard, PA system, and in-game activation compliance.
- **Commercial Fulfilment:** Total impressions and value delivered for sponsor-led digital activations.

Person Specification

Criteria	Essential	Desirable
Experience	• 3+ years in sports marketing, digital content creation, or social media management. • Proven experience handling video editing and graphic design workflows. • Track record of utilising CRM platforms and data driven email marketing tools. - Valid UK driving licence	• Experience working within a professional rugby or sports environment. • Experience working alongside a centralised sports league or governing body.
Skills	• Proficiency in video editing tools (CapCut, Adobe Premiere, etc.) and graphic design (Canva, Photoshop). • Exceptional copywriter with an eye for detail and sports brand tone. • Ability to interpret data analytics to adjust content strategies on the fly.	• Basic web management/CMS skills (WordPress or similar). • Knowledge of sports data warehouses and advanced fan segmentation.
Traits	• Highly creative, trend-aware storyteller. • Organised multi-tasker capable of performing under tight matchday deadlines. • Passionate about using digital media to drive community connection.	• Deep understanding of the rugby union landscape and fan culture.

How to Apply

Send your CV, a cover letter, and a portfolio or links showcasing digital content you have personally produced (video, social media campaigns, or design work) to recruitment@amphillrufc.com by 12:00pm July 2nd 2026.

We are proud to be an equal opportunities employer.

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