

JANUARY/2026

RECRUITMENT PACK



Will Trewin - Player



sixways

MARKETING EXECUTIVE – VENUE

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LIFE AT SIXWAYS

→ OUR CULTURE

Our culture is built on the belief that great things happen when people work together. Whether you're on the pitch, behind the bar, in the offices, or out in the community, you're part of a team that's committed to excellence, proud of its roots, and united by a shared purpose.

At Sixways, we keep things simple: be your best, support each other, and take pride in what we do. We're a club, a venue, an employer, and a community hub. Every person here plays a part in making this a place people want to be.

Our culture is lived through everyday actions. We focus on the details, creating smooth, memorable experiences and resolving challenges before they're noticed. We build meaningful connections through our rugby programmes, the guests, clients and partners we welcome to both our venue and events, and the wider community we engage with.

We aim to be a place where people feel supported, respected, and have the opportunity to grow reflecting our ambition to be an Employer of Choice.

Most of all, our culture is something we build together, every single day.



The background features a dark blue and gold checkered pattern, reminiscent of a racing flag. Overlaid on this are several Worcester Warriors logos, which include a stylized 'W' inside a circle and the text 'WORCESTER WARRIORS'.

**#WEBUILD
TOGETHER**

OUR SUPPORT

When you join the team, you can expect a workplace that takes support seriously. We make sure you have clear guidance, a safe environment, and a team around you that's easy to work with and ready to help when needed.

Managers check in regularly, communication is open, and you'll always know where to go if you need advice or resources. We also offer genuine opportunities to build skills and develop your career.

Our aim is simple: to create a space where individuals perform at their best, people feel respected and everyone has the support they need to succeed.



Fireworks @ Sixways

RESPECT

Valuing every person and perspective

TEAMWORK

Supporting each other and succeeding together

OUR KEY PRINCIPLES

We work by a simple set of principles that guide everything we do:

COMMUNITY

A vibrant community hub that has impact beyond the pitch

EXCELLENCE

Doing our best and paying attention to the details that matter

**#WEBUILD
TOGETHER**



EVERY ROLE MATTERS.
EVERY DAY COUNTS.
TOGETHER WE SUCCEED.

OUR PROMISE

We can't promise every day will be easy, but we can promise this:
you'll never have to face it alone.

At Sixways we look out for each other, we learn together, and we grow stronger together. Whether it's on the pitch, at an event, or in the office, our strength comes from how we work as **one team**.



JOB DESCRIPTION

KEY INFORMATION



Job Title

Marketing Executive
- Venue



Department/Team

Commercial and
Venue



Location

Sixways Stadium



Salary

Competitive (Dependent
on Experience)



Hours

37.5 hours each
week



Duration

Permanent



ABOUT THE ROLE

The Marketing Executive will support the delivery of Sixways marketing strategy across all venue related activities, including hospitality, conferences, corporate bookings, large-scale events and strategic partnerships. The role will assist in planning, coordinating, and executing campaigns that drive awareness, and maximise commercial and operational opportunities ultimately leading to sales for the venue. In addition to campaign delivery, the postholder will monitor marketing performance, contribute to reporting and analysis, and identify opportunities to enhance the effectiveness of communications and promotional activity. The role works across relevant departments to ensure marketing activity is consistent and aligned with the wider organisations overall objectives.

MAIN DUTIES

Marketing Campaign Planning & Delivery

- Assist in developing and executing marketing campaigns across hospitality, conferences, corporate bookings, large-scale events and strategic partnerships.
- Coordinate campaign schedules and activities to ensure consistent messaging and effective timing.
- Support the creation of marketing materials and communications to maximise awareness and engagement.
- Contribute creative ideas and recommendations to enhance campaign reach and impact.

Creative & Brand Alignment

- Work with external agencies when necessary to produce marketing collateral in line with brand guidelines and commercial strategy
- Liaise with suppliers and printers to ensure timely and accurate delivery of materials.
- Review marketing outputs to maintain consistency and quality across all venue related campaigns.

Digital & Email Marketing

- Build, schedule, and distribute email communications to existing and target customers and closed user groups.
- Assist in managing digital campaigns across social media and other online platforms.
- Ensure content is accurate, engaging, and aligned with brand identity.



MAIN DUTIES

British American Football Finals
Day 2024



Event Support

- Provide support for events and initiatives, including conferences, concerts, hospitality and other events, as agreed with line manager.
- When necessary, assist with Rugby matchday operations, ensuring smooth execution of marketing and promotional activities.
- Prepare post campaign reports, tracking campaign performance, and recommendations.

Reporting, Analysis & Insight

- Support monitoring and analysis of marketing campaign performance.
- Contribute to reports and provide insights to help improve future campaigns.
- Identify opportunities to enhance marketing effectiveness across all venue related activities.

General Responsibilities

- Keep up-to-date with the latest tools, marketing channels, and best practices.
- Actively pursue ongoing development via webinars, online courses, and industry resources.
- Demonstrate initiative in applying new tactics and technologies to enhance campaign outcomes.
- Provide support to the wider team during peak periods or for holiday cover.
- Undertake any other duties deemed commensurate with the post and as directed by management and / or the Company.

PERSON SPECIFICATION

ESSENTIAL

Experience

- Experience supporting the delivery of marketing campaigns across digital, email, and offline channels.
- Experience using email marketing platforms and/or scheduling content across digital or social media channels.
- Experience monitoring campaign performance and contributing to basic reporting or analysis.

Knowledge & Skills

- Good understanding of core marketing principles, campaign planning, and audience engagement.
- Strong written communication skills with the ability to produce clear, engaging content aligned to brand guidelines.
- Basic analytical skills with the ability to interpret performance data and identify improvements.
- High attention to detail and commitment to delivering accurate, high-quality work.

Qualifications & Training

- Degree or equivalent qualification in Marketing, Communications, Business, or a related field, or relevant practical experience.
- Willingness to actively pursue ongoing professional development and learning.

Personal Attributes

- Organised and able to manage multiple tasks, deadlines, and priorities effectively.
- Proactive, enthusiastic, and keen to develop a career in marketing within a venue and events environment.
- Creative and confident in contributing ideas to campaigns and promotional activity.
- Adaptable and comfortable working in a fast-paced, operational setting.
- Team-oriented with a positive attitude and willingness to support colleagues when required.

DESIRABLE

Experience

- Experience within a venue, events, hospitality, sport, or entertainment environment.
- Experience supporting marketing activity for conferences, exhibitions, concerts, or live events.
- Experience assisting with on-site event marketing support.

Knowledge & Skills

- Understanding of brand consistency across multiple marketing channels.
- Familiarity with CRM systems, customer databases, or audience segmentation.
- Awareness of current digital marketing trends and tools.

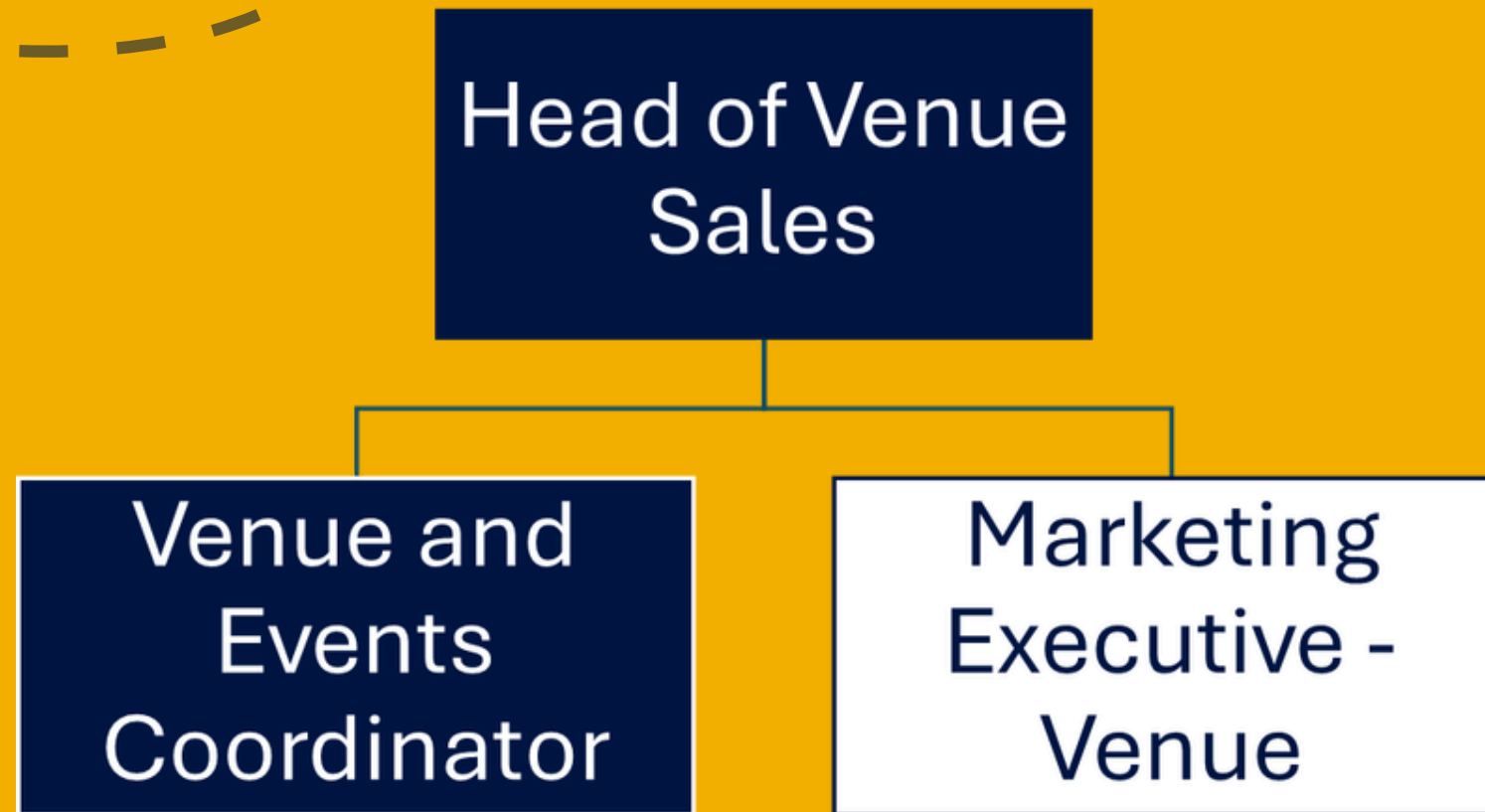
Qualifications & Training

- Professional marketing qualification or working towards one (e.g. CIM or equivalent).
- Training in digital marketing, email marketing platforms, or social media advertising.

Personal Attributes

- Confident communicator with good interpersonal skills.
- Enthusiastic about events, live entertainment, hospitality, and customer experience.

THE TEAM



YOUR APPLICATION

KEY DATES



Closing Date

31st January 2026



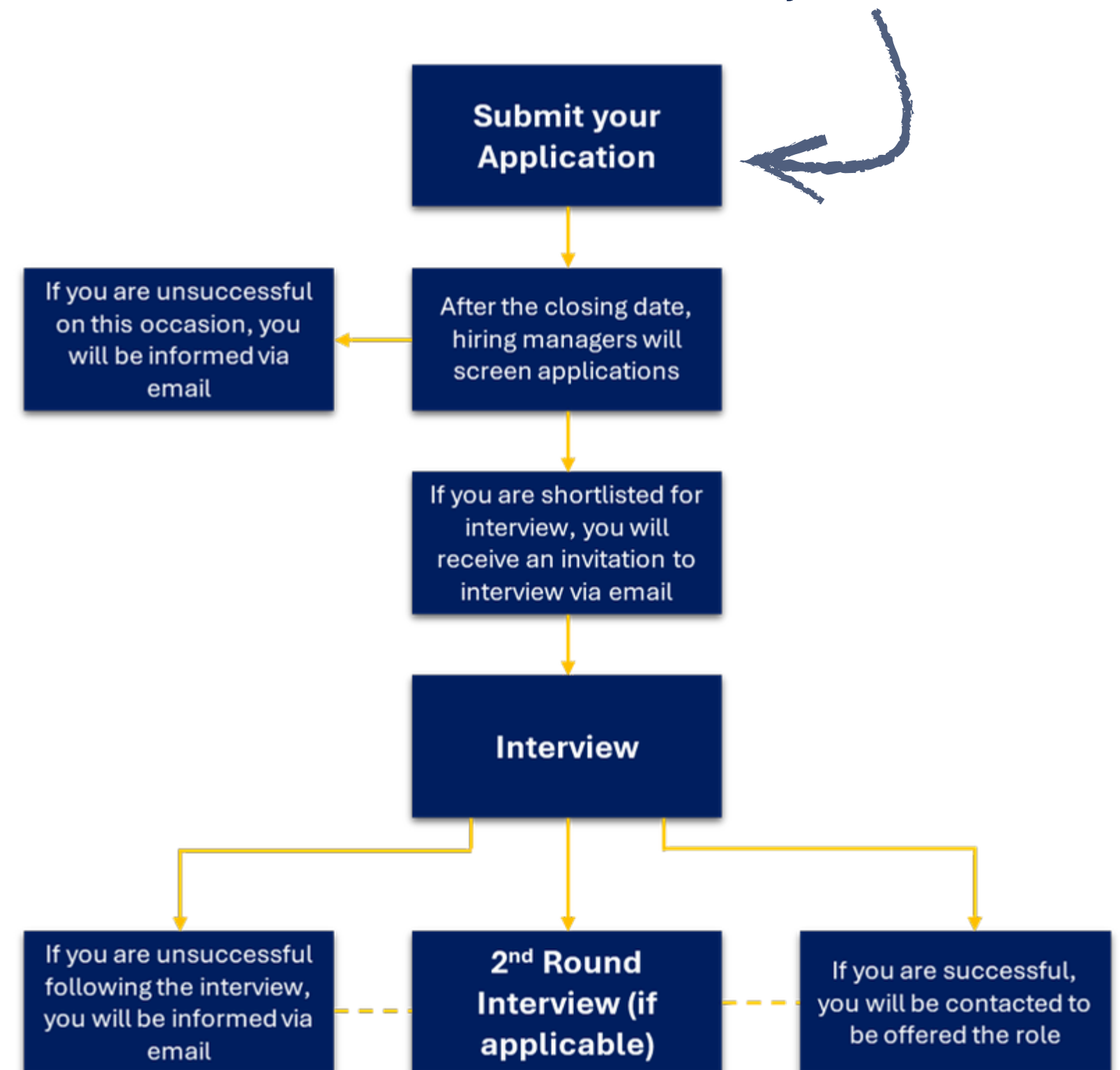
Interview Date

W/C 9th February 2026



APPLICATION PROCESS

via our website www.warriors.co.uk/join-the-team



DIVERSITY AND INCLUSION



OUR COMMITMENT

At Sixways, we are proud to provide a welcoming and inclusive environment for everyone who works with us, volunteers their time, or aspires to join our team. As both the renowned home of Worcester Warriors and a thriving venue space, we believe that our strength lies in the diversity, passion, and commitment of the people who make Sixways special.

We value and celebrate the different backgrounds, experiences, and perspectives that each individual brings. This diversity not only enriches our workplace but also enhances the experience we deliver to our fans, guests, and partners.

We are committed to ensuring that Sixways is a place where everyone feels respected, supported, and able to thrive. We welcome applications from all backgrounds and look forward to continuing to build a team that reflects the inclusive spirit of our Club and venue.



WORKPLACE ADJUSTMENTS

We want everyone to have the opportunity to perform at their best. If you require any adjustments to support you during the application or interview process, please let us know and we'll do our best to accommodate your needs. Similarly, if you are offered a role with us, we will work with you to discuss any workplace adjustments that could help you thrive in your position.

If you would like to talk about this or request an adjustment, please contact HR@sixways.co.uk



Brian Adams Concert 2017

REQUIREMENTS FOR WORKING AT SIXWAYS

Please note that all offers of employment require:

- References deemed satisfactory by Sixways
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)

DATA PROTECTION

The information you provide in your application will be used by Sixways to assess your suitability for the role you have applied for.

We will not request any special category data at the recruitment stage (for example, information relating to health, ethnicity, or sexual orientation). However, any personal information that is shared or otherwise obtained during the recruitment process will be handled in accordance with our Data Protection Policy and relevant data protection legislation.

Further details about how we protect and use your personal data can be found in our Job Applicant Privacy Notice, or you can contact our Data Protection Officer at DPO@sixways.co.uk for more information.



Francois Hougaard - Player



Fireworks @ Sixways



**READY TO MAKE
YOUR MOVE?**

**WE'RE READY TO
MEET YOU**

