



**WALES** NETBALL  
PÊL-RWYD **CYMRU**

# Wales Netball

## Marketing & Fan Engagement Manager Recruitment Pack

December 2025

## About Wales Netball

At Wales Netball our mission has always been to promote and develop Netball within Wales by organising domestic and international competition and disseminating knowledge. Today this is done by the Officers, Directors and professional staff of Wales Netball on behalf of the members.

Our **core values** are: Inspire, Aspire, Connect & Respect. These are at the heart of everything we do, and we talk about them regularly as a staff team.

Our **Departments**: Business Operations, Participation and Performance, each member of staff has a clear understanding of how they contribute to the 2030 strategic plan, Ymladd 2030, which is currently being developed.

## Role Summary

The Marketing & Fan Engagement Manager will lead the development and implementation of integrated marketing strategies that grow visibility, participation and fandom across all Wales Netball and Dragons audiences.

The role elevates brand storytelling from community courts to the international arena, driving:

- Fan and membership growth
- Commercial revenue through sponsorship, tickets and merchandise
- Brand visibility and Welsh performance pride
- Stronger engagement with the netball community and corporate partners
- Delivering the strategic marketing and communications plans

You will be responsible for managing campaign performance, audience insight, brand guardianship, and the strategic use of digital platforms — ensuring one coordinated, vibrant voice for Welsh netball.

This role line-manages the Social Media Officer and supports student/intern placements, while leading external creative partners and agencies.

## Key Responsibilities

### Brand & Strategy

- Lead brand positioning, identity and messaging across both organisations
- Drive the brand evolution and fan experience for Dragons Season 2 and beyond
- Ensure consistency and quality across all communications and touchpoints
- Manage and produce the Annual Report, from content gathering to distribution management

### Fan Growth & Digital Experience

- Build digital communities and fan pipelines from juniors through to elite pathways
- Oversee website performance, analytics tracking and CRM segmentation
- Increase reach, engagement, followers and conversion to ticket/membership sales
- Develop and shape the Wales Netball & Dragons Fan Experience Strategy

### Marketing Campaigns & Commercial Growth

- Develop and deliver high-impact campaigns for:
  - Ticketing & home internationals
  - Dragons NSL season sales
  - Membership products and competitions
  - Merchandise and retail offerings
- Activate sponsorship and partner campaigns to maximise return on partnership
- Build marketing plans supporting talent pathway visibility
- Review and improve the quality of marketing tools; website, presentations, physical resources
- Devise marketing campaigns and marketing literature to support new internal and external product launches

### Content & Creative Leadership

- Develop and implement a communication and digital strategy to increase awareness and visibility of netball through clear messaging; delivering content from the Communications Calendar
- Lead storytelling across video, social and digital formats

- Commission and manage external multimedia and creative agencies
- Empower athletes and ambassadors as brand storytellers
- Manage the Wales Netball and Dragons communications channels; including but not limited to websites, social and digital media, ensuring content is relevant and engaging maximising reach of our messages and content
- Ensure content is inclusive, bilingual and reflects Welsh identity

### **Media Engagement**

- Develop media strategy to increase broadcast and journalist engagement
- Plan and manage media days for our Welsh Feathers and Dragons squads, PR plans and press responses
- Build strong relationships with Welsh media outlets, sporting and cultural partners

### **Insight, Evaluation & Reporting**

- Develop marketing KPIs aligned to participation and performance goals
- Track campaign performance using analytics tools
- Advise SLT on audience trends and commercial opportunities

### **Leadership & Collaboration**

- Line-manage Social Media Officer and recruit and support interns/students within the Mar/Comms area
- Cultivate strong relationships across Participation, Business Operations & Performance
- Represent Wales Netball professionally with partners and networks
- Ensure all athletes and coaches are aware of communication priorities and that they are on message. Liaise with external consultants to deliver media training

### **Additional**

- Carry out any other duties as are within the scope, spirit and purpose of the job as requested by the Line Manager and CEO.
- Proactively comply with and promote all organisation policies, in particular those relating to Safeguarding, Equality and Diversity, Mental Health and Data Protection.

## Personal Specification

Criteria	Essential	Desirable
Proven marketing management experience	✓	
Track record in digital growth & fan engagement	✓	
Campaign delivery across multiple channels	✓	
Brand development & guardianship	✓	
Copywriting, content briefing & creative evaluation	✓	
Working to commercial targets & KPIs	✓	
Experience in professional sport		✓
Experience with CRM & data segmentation		✓
Sports broadcast / PR experience		✓
Work with elite athletes		✓
Rebrand project experience		✓
Welsh Language		✓
Strong leadership & influencing skills	✓	
Creative thinker with analytical problem-solving capability	✓	
Highly organised with ability to prioritise under pressure	✓	
Excellent written and verbal communication	✓	
Action-orientated with energy and accountability	✓	

## Equality, Diversity, and Inclusion

We welcome and encourage applications from people of all backgrounds. Wales Netball is committed to creating an inclusive culture, through fostering a diverse workforce. As part of your application, we have a voluntary equal opportunity form that would help us to achieve this, the form will be emailed once your application has been received.

## Terms of Appointment

**Role:** Marketing & Fan Engagement Manager

**Salary:** £30,000–£33,000 (experience dependent)

**Annual Leave:** 22 days per year plus bank holidays

**Contract:** Full-time, Permanent

**Based:** Cardiff, with work from home flexibility. Travel required for competitions & events (evenings/weekends flex)

**Reporting to:** Head of Business Operations

**Direct reports:** Social Media Officer and interns/students

We proactively comply with and promote policies relating to Safeguarding, Equality and Diversity, Mental Health and Data Protection.

## How to Apply

Please send your C.V **and** either a Cover Letter **or** Application Video outlining your suitability for the role, and how you meet the essential and desirable aspects of the job description to [recruitment@walesnetball.com](mailto:recruitment@walesnetball.com). If choosing an Application Video please upload it to a Dropbox, no other files storing links will be accepted and include the link in your application email.

**Closing Date for applications:** 11th January 2026 at midnight

**Interview Date:** 21st January 2026, in person at Sport Wales National Centre

For informal enquiries: [laura.milford@walesnetball.com](mailto:laura.milford@walesnetball.com)

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