

# MARKETING & EVENTS ASSISTANT



## Organisation

The Boat Race Company Ltd

## Salary

£30,000

## Location

Home based/London/SE

## Contract type

Permanent (Full time)

## Closing date

4 August 2025

## Job Description

About the Boat Race Company Ltd (BRCL)

The Boat Race is an annual rowing competition between the University of Oxford and the University of Cambridge. First held in 1829, it is one of the oldest and most prestigious sporting events in the world, drawing a large audience both in person and via broadcast.

### Role Overview

We are seeking a full-time organised and proactive Marketing and Event Assistant to provide comprehensive support across all operational areas at BRCL involved in delivering The Boat Race and its associated events. The successful candidate would split their time between event support and marketing & communications.

This role involves a combination of delivery to a communications strategy to market the Boat Race to new and existing fans along with administrative support for the planning and hands-on event delivery. This role will focus on event logistics and volunteer coordination, on-site delivery and support for events leading up to Boat Race Day. This role will work very closely with all members of our small, dedicated team.

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### Key Responsibilities

#### 1. Event Logistics & Coordination

- Input into master event schedules, timelines, and operational planning documents in coordination with the Event Manager and colleagues
- Regularly updating of the project management systems and files (e.g.,

Asana, shared drives, shared spreadsheets) to track task progress and deadlines.

- Oversee the access and inventory of the BRCL storage lock-up in Putney.
- Manage uniform ordering, storage and distribution, including volunteers, staff, umpire and off water club kit.
- Organise staff and athlete food and drink provisions for events.
- Manage BRCL accommodation requirements at all events.
- Maintain operational equipment and kit including scales, megaphones, stopwatches, lifejackets and merchandise sales equipment.
- Coordinate trophy delivery with Exec Secretary including return, and security arrangements in advance of key events.
- Support the Launch Coordinator in planning Tideway Week and Boat Race Day for all launch requirements, booking of launches across the season.
- Collaborate with others: Partnership Manager and Exec Secretary to manage guest and launch passenger lists across launches.
- Ad hoc operational support for Event Manager.

## 2. Marketing

- Assist with delivery of the marketing plan, with a focus on in-person marketing – working with Londoners to get them to the event.
- Assist with planning and delivery of media events alongside the Marketing and Communications Manager.
- Assist with ticketing support for our events.
- Proactively update the website, reviewing on regular basis to identify and remove out of date information.
- Work with Marketing Manager to ensure that relevant information is shared with stakeholders following agreed timeline and processes.
- Working with the Marketing Manager, ensure that the submission, recording and storage of student data is completed following agreed processes
- Act as the key point of contact for the London partnership group, update key contacts, manage meeting schedule and activations
- Work with Manager to develop relationships with London local stakeholders
- Manage [hello@theboatrace.org](mailto:hello@theboatrace.org)
- Work with our content team, PR agency and other agencies to organise photography and video sessions at Oxford and Cambridge

## 3. Hospitality

- Where required, collaborate with Partnership Manager and Exec Secretary to compile and manage guest lists across season events and race day venues.
- Work with Marketing Manager to support the promotion of Hospitality Sales
- Support Hospitality Manager as required to make arrangements for hospitality guests, liaising with catering teams and suppliers.
- Set up and manage digital ticketing platforms (e.g., Eventbrite) and liaise with BRCL internal teams on ticketing.

## 4. Volunteer & Crew Support

- Work with Event Managers to recruit and liaise with volunteers.
- Collaborate with Exec Secretary to schedule volunteer roles at The Boat Race.

- Collaborate with Exec Secretary to draft and deliver regular communications to all volunteers and temp staff.
- Act as primary point of contact for temporary event crew.
- Manage event accreditation ordering, allocation and distribution at all events, including name badges, wristbands and event accreditation.
- Coordinate all briefing materials for volunteers and temporary staff.
- Organise the volunteer and temp staff debrief to inform 'Wash-Up'

#### 5. Merchandise

- Collaborate with Exec Sec to liaise with supplier
- Responsible for managing stock
- Organise deliveries, record sales
- Work with Event Manager to organise in person sales facilities
- Deliver marketing support for in-person merchandise sales

#### 6. Administration

- Maintain timelines, trackers, and documentation across multiple event projects.
- Attend, take notes and distribute actions from internal and external meetings.
- Create and distribute debrief forms, compile event summaries, and contribute to post-event reporting for each event.

#### 7. On-site Event Support

- Be available for on-site delivery during key event periods including media days (Feb/March) Tideway Week and Race Day (April 2026).
- Support the set-up and breakdown of event sites and equipment.
- Distribute key documentation and accreditation at event
- Support the Event Manager and Marketing and Communications Manager with delivery of events.

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#### Person Specification

##### Essential

- Highly organised with excellent time management and attention to detail.
- Comfortable working across multiple projects with varying timelines.
- Good interpersonal skills and confidence in liaising with a wide range of stakeholders.
- Good team player able to work independently and take initiative to solve problems.
- Willingness to work flexible hours during event periods.

##### Skills/Experience:

- Writing skills to produce copy for the website.
- Three years' experience in a marketing and/or events role. Sports events would be preferable.
- Proficient in Microsoft Office, Excel and PowerPoint and collaborative file systems including
- Experience with Asana (preferable) and CRMs is important. Experience with WordPress essential.
- Experience working on Canva

This role is hybrid splitting time working from home together with meetings in the South East and in London as well as at scheduled events. We offer a competitive salary with 33 days holiday.

**How to apply**

If you would like to apply for this role, please send a cv and cover letter outlining your suitability and desire to work with BRCL to [recruit@partnersinhr.co.uk](mailto:recruit@partnersinhr.co.uk)