



Marketing Industrial Placement

Location: DPD Stadium at Franklin's Gardens, Northampton

Department: Marketing & Communications

Reports to: Marketing Manager

Placement dates: September 2027 to June 2028

Eligibility: The placement must form a required part of the applicant's UK-based degree course

"Help grow and engage the Northampton Saints audience"

Are you a curious, organised and enthusiastic marketer looking to gain hands-on experience within a professional sports organisation?

Northampton Saints is offering an exciting opportunity for an undergraduate student to develop practical, real-world marketing experience within the Marketing & Communications team.

During this season-long placement, you will support a wide range of marketing campaigns designed to drive ticket sales, grow attendances, promote supporter events, strengthen fan engagement and support the Club's commercial objectives. You will gain valuable experience across both traditional and digital marketing while working alongside colleagues from across the organisation.

From helping deliver email campaigns and supporter communications to supporting events, researching audience trends and contributing to marketing activity across multiple channels, you will experience the day-to-day operation of a busy sports marketing department while developing skills that can be applied across a wide variety of marketing careers.

This opportunity would suit someone with a strong interest in marketing, communications, fan engagement, events, digital marketing or sports business who is looking to build a career in the marketing industry.

What you will learn and experience

Working with the Marketing team and wider Marketing & Communications department, you will have the opportunity to:

- Support the planning and delivery of marketing campaigns that promote Northampton Saints fixtures, memberships, tickets, hospitality, events, retail products and supporter initiatives.
- Assist with marketing activity across a range of channels, including email marketing, website content, digital advertising and matchday communications, gaining an understanding of how different channels contribute to campaign success.
- Support the creation and delivery of email marketing campaigns, helping to build audience segments, manage campaign schedules and develop engaging supporter communications.
- Assist with customer relationship management (CRM) activity, helping to maintain audience data, support targeted marketing initiatives and develop an understanding of how supporter insight informs marketing decisions.



- Monitor campaign performance and contribute to marketing reporting, using data and audience insight to evaluate activity, identify trends and help improve future campaigns.
- Work with departments across the Club to help coordinate marketing support, ensuring campaigns align with wider organisational objectives and deliver the best possible supporter experience.
- Support the delivery and promotion of supporter events and activations, gaining practical experience in event marketing and audience engagement.
- Undertake research into audience behaviour, supporter trends and industry best practice, contributing ideas that help strengthen future marketing activity.

What we are looking for

You do not need to begin the placement with extensive professional marketing experience. We are looking for someone with enthusiasm, potential and a genuine desire to learn.

You should:

- Be studying an undergraduate degree in Marketing, Business, Communications or a related subject and be seeking a season-long industry placement.
- Have a placement year that is a required part of your UK-based degree course.
- Have an interest in data-led marketing and using audience insight to improve campaign performance.
- Be comfortable working with and interpreting basic marketing data and reports.
- Have an awareness of email marketing, customer databases or CRM platforms (experience is advantageous but not essential).
- Have excellent organisational skills and strong attention to detail.
- Be confident communicating both verbally and in writing.
- Have an interest in marketing, audience engagement and customer experience.
- Be comfortable using Microsoft Office applications, including Word, Excel and Outlook.
- Be able to manage multiple tasks and deadlines in a busy environment.
- Demonstrate initiative, curiosity and a willingness to learn.
- Work well both independently and as part of a team.
- Be confident engaging with colleagues from different departments across the Club.

Experience of email marketing platforms, content creation, data analysis or event support would be desirable but is not essential. An interest in sport, particularly rugby, would be beneficial but is not essential.

What you will gain

This placement provides an opportunity to:

- Apply your academic learning in a professional sports environment while gaining experience across a broad range of marketing disciplines.
- Develop practical skills in campaign planning, audience engagement, digital marketing, event promotion and marketing administration.
- Build confidence working with stakeholders across a large organisation while developing transferable skills in communication, organisation, planning, collaboration and problem-solving.



- Strengthen your commercial awareness and understanding of the sports industry while building valuable experience that will support future job applications, interviews and career development.

Additional paid casual-work opportunities

Separate paid casual vacancies may be available within the Club during the placement, including opportunities to support matchdays or work within the Saints retail store.

Placement students may apply for suitable vacancies where available. Casual employment is not guaranteed and would be subject to a separate application, selection and contractual process. Any paid casual hours would be separate from the university placement.

Placement arrangements and eligibility

This is an unpaid educational placement running from September 2027 to June 2028. Reasonable travel expenses will be reimbursed in accordance with the Club's agreed expenses arrangements.

To be eligible, applicants must:

- Be enrolled on a UK-based undergraduate degree course.
- Have an industrial placement or placement year as a required part of their course.
- Obtain confirmation and approval for the placement from their university.
- Remain registered as a student throughout the placement.
- Be available for the full placement period.

Application details

Please complete our online application form here:
<https://yq0lvkhcoir.typeform.com/to/tH1HdROV>

Closing date: 9th November 2026

The opportunity may close earlier if a high volume of applications is received.