

Pen Portrait Nathan Stokes



What is your job?

Digital Marketing Lead for WRU

What years did you attend Lewis School Pengam?

2004-2011

What qualifications/work experience do you need to achieve a job in your chosen field?

GCSE's/A-Levels and then Undergrad Degree in 'relevant' field eg, Marketing, Communications, Business is typical, but there are post-graduate opportunities available for alternative entry.

What happens in a typical day in work for you? For example the times of your day, your role and responsibilities?

There is no typical day in the role of a Digital Marketer/Marketer as every day serves its own challenges. My role as the Digital Marketing lead at the Welsh Rugby Union is a varied one. As a department we are responsible for the delivery of all ticket sales campaigns, retail/merchandise campaigns, supporting the growth of rugby throughout Wales as well as supporting the Principality Stadium deliver third party events. During a typical day I am responsible for building strategies and campaigns to drive revenue from international rugby ticket sales, hospitality as well as retail and merchandising (jerseys, t-shirts, programmes etc). To do this requires a large amount of coordination between different internal departments such as the design team, communications, commercial and ticketing which is a major skill needed for the role as well as clear communication, creative writing, analytics/statistics and general business knowledge. Type of work includes creating campaign videos

2020 Kit Launch - <https://www.facebook.com/watch/?v=3361807230602969>

Luke Evans - Wales v England Promo - <https://www.youtube.com/watch?v=jbYILVm9wTk>

What do you enjoy about your job?

I enjoy being able to be creative in my role and write engaging content and build stories that excite supporters to buy tickets/look forward to matches. Sport is a sense of escape for many people and it's my job to remind them how good it is.

What do you find most challenging about your job?

The most challenging part is not being able to achieve targets set by myself of the executive board and having to explain why this possibly is.