



Sam Diamond

Marketing & IT Manager

Sam is a dynamic and forward-thinking marketing and communications leader with over a decade of experience driving brand growth, digital innovation, and fan engagement within the sports and media industries. Based in Greater Manchester, Sam has spent the past ten years shaping the public image and digital strategy of Sale Sharks Rugby Club while simultaneously leading his own creative consultancy, Rex Digital Media.

Currently serving as Head of Brand & Marketing at Sale Sharks Rugby Club, Sam has been instrumental in defining and elevating the club's brand identity across digital and traditional channels. In this senior leadership role, he oversees all aspects of brand strategy, marketing communications, and digital innovation.

Alongside his work with Sale Sharks, Sam is the Director of Rex Digital Media, a freelance digital consultancy he founded in 2021.

Sam provides NW Care Group with a comprehensive digital toolkit designed to enhance our online visibility and brand performance. His services include digital marketing strategy, social media management, creative content production, and website optimisation alongside IT Support.

By combining technical expertise with creative storytelling, Sam will help NW Care Group strengthen their digital presence and drive sustainable growth.