

JOB DESCRIPTION

Job Title: Marketing Executive	Current Job Holders: N/A
Department: Marketing & Communications (Media)	Effective Date: July 2021
Location: Kenilworth Road	Role Type: Employee

JOB PURPOSE

This is an exciting opportunity for a talented and driven Marketing Executive to join the Club and play a pivotal part in the development and running of the Marketing department.

The purpose of this role is to support the Commercial department maximise income revenue, using all available marketing streams with the delivery of effective marketing campaigns. This includes online and offline marketing, such as; the Club website and social media channels, email marketing, direct mail, search engine optimisation, pay per click and traditional advertising.

The successful applicant will be confident, creative, enthusiastic, motivated and committed and have a desire to continuously improve themselves and the department. The role has scope to grow and play a key role in developing the Clubs CRM strategy and use of technology.

RESOURCES MANAGEMENT

Management responsibility for: TBC

Reports to: Commercial Director

Budgetary signing limit and commercial framework: N/A

KEY RESPONSIBILITIES

Marketing Campaigns

- Support colleagues across the Club in creating and delivering effective cross-channel marketing campaigns to increase sales within commercial departments, such as; Ticketing, Retail, Sponsorship, Hospitality, Catering, and the Clubs digital streaming services
- Create a seasonal marketing campaign calendar to support with activation and drive revenue
- Support the Clubs email marketing to ensure regular and effective email communications with supporters including;
 - Managing email lists to ensure GDPR compliance
 - Weekly newsletter and pre-match campaigns
 - Season ticket holder communications and personalised communications with supporters

- Analyse campaign effectiveness, and act on analytics from digital sources such as email campaigns, Google Analytics, and other digital reports
- Initiate online campaigns via the Clubs owned channels including PPC advertising via Facebook and Google ads as appropriate
- Working with local and national broadcast / press partners (radio advertising, bus, billboard, display etc) in conjunction with the Marcomms team
- Assisting with the planning, production and implementation of a CRM strategy and coming up with innovative and engaging ways to grow the Club database for the future
- Have support of the Marketing Assistant to help with campaigns and the creation of digital assets.

Digital Technology

- Using digital media to deliver online solutions as necessary
- Updating the Club website and social media using the relevant content management systems or automated publication / scheduling tools
- Web development and a good understanding of web technologies including HTML 5, CSS, PHP, MySQL programming and use of WordPress Sites
- Overseeing web hosting and domain name registration
- Working with the IT Manager in the scoping of new digital tools and supporting colleagues with questions on digital technology, as necessary.

iFollow / EFL Digital

- Work closely with partner at the EFL digital and act as a matchday contact to oversee the smooth delivery of the Clubs iFollow live streaming product
- Attend meetings with EFL Digital including the League's digital steering group
- Reporting on iFollow usership / subscriptions
- Providing support to supporters where necessary.

Match day support as required

- Provide support to the Marcomms department on home match days, including website updates, social media helping to provide and entertaining matchday experience for supporters who are not in the ground
- Liaising with supporters, assist in the planning and delivery of matchday activations such as the Family Fun Days
- Assist with any community projects and activation (as required).

Health & Safety:

Employee requirements:

- Maintain up to date knowledge of Health & Safety related guidance and processes within your role and in line with the Clubs Health & Safety Policy
- Consider the Health & Safety implications of all actions and inaction within your role
- Support and uphold agreed standards for Health & Safety compliance, including assisting in accident, dangerous occurrence and near miss investigations within your role
- Follow and adhere to; safe management systems and working practices in line with the Clubs Health & Safety Policy
- Ensure you have been briefed and are confident in using any equipment prior to use and seek guidance from your line manager as required
- Regularly review risk assessments, safe working, and management systems associated with your role

- Liaise regularly with the Club appointed Health & Safety representatives to support and maintain compliance
- Maintain records of all Health & Safety issues within your role and area of responsibility.

MAIN JOB REQUIREMENTS AND PERSON SPECIFICATION

Education/Qualifications/Training:

- Educated to degree level
- Chartered Institute of Marketing Qualification desirable

Specific Experience:

- Proven experience working within a marketing role, ideally within Football or Sport
- Experience in creating and sharing engaging content on social media and digital platforms
- Demonstrable experience in delivering complex communications across multiple channels
- Excellent IT skills and experience in use of all Microsoft Office and Adobe products
- Experience using Mailchimp, or similar email automation packages
- Committed and driven by deadlines and results
- Business and commercial acumen
- Ability to turn ideas into deliverables with minimal supervision.

Abilities/Skills/Knowledge:

- High level of creativity
- Must be pro-active, motivated, versatile, organised, responsible and able to work independently as well as in a team
- Highly developed problem-solving skills, resilience, and the ability to perform well under pressure
- Demonstrate good listening skills and have the ability to resolve issues where appropriate
- Ability to multi-task whilst maintaining priority efficiencies
- Focused on achieving Club, departmental and individual success
- Be an ambassador for the Club presenting the Club in a positive image at all times.

Additional Information:

- This is a full-time role
- Applicants must be eligible to live and work in the UK

SAFEGUARDING STATEMENT

The Club is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

The Club has systems in place to ensure that the welfare of vulnerable groups is dealt with appropriately and sensitively. Everyone working at the Club has a duty of care to safeguard the welfare of children and young people by creating an environment that protects them from harm. Our standards of practice ensure all staff are fully aware and understand their responsibilities under safeguarding legislation and statutory guidance.

The Club ensures that all staff that have a direct responsibility for children, young people, or vulnerable adults, have been subject to the most stringent of recruitment practices which include DBS and reference checks. These staff are alert to signs of abuse or maltreatment and will refer concerns to the relevant Designated Safeguarding Officers using the agreed safeguarding procedures.

EQUALITY STATEMENT

The individual must at all times, carry out their duties with due regard to the Clubs policies and procedures and in particular the Clubs Equality, Diversity, and Inclusion Policy.

The individual must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation, or harassment of any description and to promote positive working relationships between all internal and external stakeholders. The individual must contribute to encouraging equality and respecting diversity by embedding such values in the workplace and challenging inappropriate behaviour and processes.