



Marketing executive

Vacancy Reference No: 22

Job purpose:

The role is a key position within the organisation, focused on supporting the senior management team and all departments at the club.

The successful candidate will be confident, motivated, diligent, highly creative and committed to working with one of the biggest brands in Championship football.

Principal accountabilities:

- Create and manage the marketing activity calendar.
- Devise and execute marketing campaigns to help promote products offered in the ticketing, retail, commercial, lottery and events department.
- Managing club brand guidelines, ensuring continuity throughout all club activity.
- Lead email campaigns.
- Use the current system to create targeted marketing campaigns based on supporter profiling.
- Ability to review and report on campaign performances and ROI.
- Develop a data strategy for the club and explore different avenues for growth.
- Manage and coordinate all EFL and official club partner marketing requirements.
- Manage the club's fan engagement programme to improve the overall matchday experience for spectators ranging from the Kids Zone to half time entertainment.
- Work with the in-house graphic designer to produce all marketing material.
- Source production quotes for print and mailing requirements.
- Arrange the effective distribution of all marketing literature.
- Ensure the official website and secondary sales sites are up to date with correct information.
- Develop relationships with key stakeholders both internally and externally.
- Responsibility for GDPR and designated DPO for the organisation.

Candidate requirements:

Essential:

- Marketing degree
- Experience within a marketing department
- Experience with databases
- Strong creative skills and copywriting
- Strong proof reading and attention to detail
- Able to work under pressure, meet deadlines and remain calm under pressure

Desirable:

- Photoshop and design skills
- Knowledge of the football industry
- Sales experience

Closing Date: 31.05.18

If this role appeals and you would like to become part of the SWFC family, please send all CVs to; Vacancies@swfc.co.uk. CVs must contain at least two references and should specify current salary and salary expectations.