|  |  |
| --- | --- |
| Job Title | Marketing Executive |
| Reporting to | Head of Marketing |
| Location | The Hawthorns, Birmingham Road, West Bromwich, B71 4LF |
| Line Management Responsibility | None |
| Main Purpose | To lead on the day-to-day marketing activities, across the entirety of the club |
| Working Hours | Full time which may include evenings, weekends and bank holidays as required and in line with business needs. |

|  |  |
| --- | --- |
| DUTIES & RESPONSIBILITIES | |
| Your main responsibilities for this role include, but are not limited to the following:  The key function of the Marketing Executive role is to lead on the day-to-day marketing activities across the entirety of the club. The Marketing Department provides a key process in enabling all other departments to achieve and exceed their primary business targets and objectives. These departments include but are not exclusive to; Retail, Ticketing, Hospitality, Conference & Events, Foundation (Community), Academy, and Catering, in addition to brand marketing for the Club.  The Marketing Executive will be the main point of contact for department heads that require marketing campaigns and communications to be executed to our audiences. The Marketing Executive will work with a variety of internal and external stakeholders including department heads, colleagues, Directors, third party suppliers and of course the fans to ensure that all campaigns achieve maximum effectiveness within the budget set.  The Marketing Executive will provide creative thought leadership on marketing campaigns and brand activities, as well as demonstrate strong organisational capabilities by planning and delivering multiple marketing executions at any given time. The Marketing Executive will be carrying out a broad range of tasks to ensure maximum exposure of campaigns to their relevant target audience, whilst ensuring all marketing materials are delivered on time, to budget and in compliance with the club’s brand guidelines.  This is a varied role that will span B2B, B2B, events, campaigns, social media, copywriting, design, data analysis, research and fan engagement.   * Work with departments to understand their challenges and marketing requirements * Conduct research to identify potential advertising and promotional channels to ensure the Club is using the most effective and value-for-money resources when executing campaigns * Keep the marketing communications calendar up to date with all upcoming marketing activity * Manage the email marketing plan from scheduling, building and creating audiences for dispatches * Manage the remarketing tool to ensure communications are built to a high standard, briefing the CRM Manager for audience creation and performance analysis to test new re-marketing campaigns * Ensuring that marketing activity can be tracked for ROI wherever possible with the use of CRM campaigns, trackable links etc * Brief the media team with all social requirements for upcoming marketing activities * Produce individual marketing campaign plans when required * Work with the graphic designer and manage and prioritise their workload * Work with print supplier to deliver top quality marketing materials at a cost-effective price * Write and proofread copy * Mange the marketing image bank and identify gaps in the resource * Organise photoshoots / video shoots for relevant campaigns * Conduct market research through surveys and focus groups to gain qualitative supporter insight * Collate and create content for department social media channels (Commercial, Junior and Shop), respond to enquiries and monitor stats to ensure growth of followers, reach and engagement * Manage the planning and delivery of the matchday programme for big screens, PA read and concourse TVs * Produce schedules for relevant matchday support staff to include mascots and the matchday marketing assistant * Matchday duties to include Floor Managing the in-stadium experience, liaising with club and external personnel to ensure content is played correctly etc * Support the Head of Marketing in managing Single Sign On through dealing with supporter queries, staff training and monitoring data accuracy * Update content on wba.co.uk as required and support the Head of Marketing with developing and improving the platform and content * Work with the Graphic Designer and Head of Marketing to continually evolve the brand and ensure guidelines are adhered to. * Provide support to Department Heads as business demands require * To contribute positively to the Clubs vision and culture * To promote and adhere to the Equality, Diversity and Inclusion Policy and to work consistently to embed ED&I into everything. * To ensure the working environment is free from harassment and discrimination and any other form of unacceptable behaviour. * To fully participate in one-to-ones and departmental reviews and meetings. * To fully participate in annual and mid-term appraisals. * To understand the Club’s Safeguarding policy, procedures and best practice guidelines and use these to ensure appropriate and safe working practices applicable to the role. * To promote and assist with Safeguarding. * To carry out CPD and keep up to date with any training and updates relevant to the role. * To ensure the health & safety within the Club for self and others is adhered to at all times. * To carry out all responsibilities with due regard to the Club values and all policies and procedures, in particular Health & Safety, Equality and Diversity and Safeguarding. * To fully support and participate as requested in the Clubs internal group activities for EDI, sustainability and wellbeing. * To undertake all required training, including mandatory Club Equality and Diversity, Safeguarding and Health and Safety training.   The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned to the employee from time to time; or the scope of the job may change as necessitated by business demands. | |
| PERSON SPECIFICATION | |
| Essential Criteria |  |
| * Demonstrable experience in a marketing role * Excellent organisational skills with ability to operate on a wide range of topics and projects at one time and superior attention to detail * Degree level educated in Marketing or similar business orientated qualification * Must be able to work in a team environment with players from many different organisations * Good working knowledge of Football industry and contact with supporters * Proficient with Adobe, Word, Excel, Powerpoint and database software. * Highly organised and methodical approach to workload * Confidential and diplomatic * Excellent communication skills both written and verbally * Full driving license * Right to Work in the UK |  |

**Equality and Diversity**

West Bromwich Albion FC is an equal opportunities employer and is committed to provide equality and fairness for all employees and opposes all forms of unlawful and unfair discrimination and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.

West Bromwich Albion Football Club also welcomes applications from suitably qualified members of the armed forces family.

**Applications will only be accepted when received through our online vacancy platform iRecruit:**

[**https://irecruit.efl.com/vacancies**](https://irecruit.efl.com/vacancies)

**Safer Recruitment**

West Bromwich Albion is committed to safeguarding and promoting the welfare of children, young people and adults at risk, therefore expects all staff and volunteers to share this commitment.

WBA’s Safeguarding, Equality and Whistleblowing policies can be accessed here <https://www.wba.co.uk/club/about-us/club-policies>

It is unlawful for the Club to employ anyone who is involved with regulated activity who is barred from doing so and we will carry out rigorous pre-employment checks and screening.

A Enhanced DBS, References, Qualifications, Proof of Identity and Right Work in the UK checks will be required and carried out for this post.

|  |  |  |
| --- | --- | --- |
| **Signed** | **Name** | **Date** |
|  |  |  |