

Job Description



Job Title	Marketing Venue Executive
Reporting to	Head of Marketing
Location	The Hawthorns, Birmingham Road, West Bromwich, B71 4LF
Line Management Responsibility	None
Main Purpose	To support the Head of Marketing to deliver key campaigns and initiatives for the Club with core responsibilities to market the Venue
Working Hours	Full time which may include evenings, weekends and bank holidays as required and in line with business needs.

DUTIES & RESPONSIBILITIES

The key function of this 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.

You 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.

You will provide creative thought leadership on marketing campaigns and brand activities to promote the venue, as well as demonstrate strong organisational capabilities by planning and delivering multiple marketing executions at any given time. You 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, B2C, events, campaigns, social media, copywriting, design, data analysis, research and fan engagement.

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Main responsibilities

- Work with the Hospitality, Catering and Events 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, working with 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
 - Produce individual marketing campaign plans when required, presenting to the Head of Marketing for sign off
 - Write and proofread copy
 - Manage the marketing image bank and identify gaps in the resource for the Venue.
 - Organise photoshoots / video shoots for relevant campaigns to promote the venue and events
 - Conduct market research through surveys and focus groups to gain qualitative supporter insight
 - Collate and create content for department social media.
 - Respond to enquiries and monitor stats to ensure growth of followers, reach and engagement and sales.
 - 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.
 - Planning and delivering strategic reports for the organisation with a view to retaining existing customers, increasing brand loyalty and expanding the company brand.
 - Making sure the customer database is correctly segmented for targeted marketing activities.
 - Working with the HoM to ensure the ticketing and CRM strategy works well for every aspect of the business.
 - Development of testing strategies to guarantee the most efficient approach for the organisation and its customers.
 - Supporting the setup of match day streaming passes.
 - Reporting on GA4 and setting up any account upgrades to monitor sales.
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- 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

- Degree in Marketing or similar business orientated qualification
 - Demonstrable experience in B2B email marketing
 - Previous experience within systems management
 - Understanding of Adobe Suite
 - Experience of GA4 and social media platforms
 - Experience of work within Venue marketing
 - Ability to work under own initiative as well as part of a team in a fast-paced environment
 - Ability to multitask and prioritise workload and meet deadlines set
 - Excellent communication and interpersonal skills, with the ability to communicate clearly, effectively and appropriately with colleagues, suppliers and others at all levels
 - Experience of trouble shooting and solving difficult and sometimes technical problems
 - An analytical, proactive and flexible approach
 - Strong attention to detail, quality and accuracy
 - Data and analytical approach to campaigns
 - Full driving license
 - Right to Work in the UK
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Desirable Criteria

- HTML basic knowledge
- Deployment experience in an email broadcast tools e.g. Sports Alliance / Maileon, Response Source, Exact Target, Adobe Campaign

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>

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.

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