



Blackburn Rovers Football & Athletic Ltd

Job Description

Job title:	CRM & Insights Apprentice
Department:	Marketing
Based at:	Ewood Park stadium, Blackburn, BB2 4JF. Flexibility regarding location is required with occasional travel to other registered BRFC sites for the performance of duties.
Reports to:	Head of Marketing
Responsible for:	N/A
Hours of work:	35 hours per week plus any additional hours necessary for the performance of duties.
Contractual status:	Permanent
1. Job purpose:	To support the development and delivery of Blackburn Rovers' CRM, data and customer insight activity, helping the Club to better understand its supporters, improve fan engagement and customer experience, and drive commercial performance. As part of the role, the successful candidate will undertake a fully funded Level 4 Data Analyst Apprenticeship, combining structured learning with practical experience within a professional football environment.
2. Duties and responsibilities	• Be committed to ensuring the safeguarding and welfare of all stakeholders promoting their well-being whilst maintaining professional boundaries. • Support the implementation, maintenance and ongoing optimisation of the Club's CRM system. • Support the ongoing development and optimisation of the Club's CRM system and use data from across ticketing, retail, hospitality, digital and other areas of the business to identify trends, create meaningful insight and support informed decision-making. • Working closely with colleagues across Marketing, Commercial and other departments, the successful candidate will develop skills in data analysis, reporting and visualisation using tools such as Excel, Power BI, Tableau or similar, helping to turn raw data into accessible dashboards and actionable insight. • Use CRM and customer data to identify trends, understand supporter behaviour and segment audiences. • Support the development of targeted CRM campaigns designed to improve engagement, retention and commercial performance. • Produce regular reporting on key customer, engagement and commercial KPIs. • Work with colleagues to improve the quality, consistency and usefulness of data collected across the Club. • Develop an understanding of data protection, security and responsible data use, ensuring activity is undertaken in accordance with relevant Club policies and regulatory requirements. • Support the development of a data-informed culture by helping colleagues understand and make effective use of customer insight.



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	- Analyse matchday and Season Ticket sales data to identify trends, gaps and opportunities. - Support forecasting of ticket demand and identification of relevant supporter segments for ticketing activity. - Evaluate the performance of ticketing campaigns, offers and pricing initiatives. - Support segmentation and targeting for ticketing marketing campaigns. - Help identify opportunities to improve supporter acquisition, attendance and retention. - Produce reporting on hospitality and premium seating performance. - Analyse occupancy, customer behaviour and sales trends to identify potential opportunities. - Support Marketing and Commercial teams with insight for hospitality campaigns, upselling and retention activity. - Assist with customer segmentation and targeting for hospitality communications. - Support evaluation of hospitality campaigns and initiatives. - Analyse retail performance across online and in-store channels. - Monitor sales trends by product, category, customer segment and time period. - Support stock and inventory planning through analysis of historic sales and demand. - Evaluate the performance of product launches, promotions and seasonal campaigns. - Help identify customer trends and opportunities to improve retail targeting and performance. - Develop and maintain dashboards and regular reports covering key performance indicators across ticketing, hospitality, retail, CRM and other areas of the business. - Bring together data from different Club systems to help build a clearer picture of supporter behaviour and commercial performance. - Work with Marketing and Commercial colleagues to develop understanding of customer segments and supporter lifecycle behaviour. - Identify trends and patterns within data and, with support, translate these into practical recommendations. - Present findings clearly and accessibly through reports, dashboards, presentations and visualisations. - Respond to ad-hoc data and insight requests from colleagues across the Club. - Develop increasing ownership of reporting and CRM activity as skills and experience grow.
3. Skills required:	- Strong numerical and analytical skills with an interest in understanding what data can tell us. - Good working knowledge of Microsoft Excel and an enthusiasm for developing more advanced analytical skills. - Ability to communicate information clearly to both technical and non-technical audiences. - Strong written and verbal communication skills.



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	• Good organisational skills and the ability to manage multiple priorities. • Strong attention to detail and commitment to accuracy. • Curious and inquisitive approach, with an interest in understanding why trends and behaviours occur. • Willingness to learn new technologies, systems and analytical tools. • Creative problem-solving skills and willingness to suggest new approaches. • Collaborative working style and ability to build positive relationships with colleagues across different departments. • A responsible approach to working with customer and commercially sensitive data. • Commitment to ongoing learning and professional development.
4. Knowledge required:	The successful candidate is not expected to arrive with extensive professional data analysis or CRM experience. The role is designed to develop these skills through the Level 4 apprenticeship and practical experience within the Club. It would, however, be advantageous to demonstrate: • An interest in data analysis, CRM, customer behaviour, marketing or commercial insight. • Experience of working with data through education, employment, personal projects or other relevant activities. • Familiarity with Excel or similar spreadsheet software. • An understanding of how data can be used to identify trends and support decision-making. • An interest in developing skills in data visualisation and reporting tools such as Power BI or Tableau. • An awareness of the importance of data quality, privacy and responsible use of customer information. • Experience within football or professional sport is not essential.
4. Qualifications Required:	• A-levels in a relevant subject or equivalent qualification/experience. • Minimum of five GCSEs, including English and Maths at grade C/4 or above (or equivalent). • Willingness and eligibility to undertake and successfully complete a Level 4 Data Analyst Apprenticeship. • Degree-level education in Computing, Data, Business, Marketing or another relevant discipline would be advantageous but is not essential. • Valid UK driving licence and ability to travel to other Club sites as required.
DBS check required:	Yes (basic)

The document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.

How to Apply



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Due to high-levels of interest, this post may close early so early application is advised, otherwise the closing date for this role is **12 noon on Thursday 1st October 2026**. To apply, please submit your application through the EFL I-Recruit platform [HERE](#)

CV's will not be accepted.

Equality and Diversity

Blackburn Rovers FC is committed to the principle of equal opportunity in employment and its employment policies for recruitment, selection, training, development and promotion are designed to ensure that no job applicant or employee receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment.

Safer Recruitment

Blackburn Rovers FC is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. The successful applicant will be required to undertake appropriate safeguarding checks as well as providing proof of right to work in the UK.



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