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| **Job Description & Person Specification** |

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| **Position Details** | | |
| **Position:** Senior Revenue Marketing Executive | **Department:**  Marketing | **Reporting To**: Marketing Manager |
| **Overall Objective:** To create and deliver high-quality revenue-driving marketing campaigns to drive fan acquisition, engagement, revenue generation and brand value strategies in accordance with the set KPIs and targets of the business. | | |
| **Job Description** | | |
| **Main Objectives**   1. To steer the development of revenue-generating, engagement, and audience development campaigns to achieve the set KPIs and targets of the campaigns 2. Day-to-day supervision of the Revenue Marketing Executives to provide efficient and effective output, with the setting and overseeing of the prioritization of projects, tasks and campaigns to ensure the objectives of the business are met in accordance with the set KPIs and targets 3. The stewardship of the annual marketing calendar and direct-to-fan communications (email, SMS and potentially app notifications) to ensure the objectives of the business are met in accordance with the set KPIs and targets 4. To develop close working relationship with key stakeholders including departments serviced (e.g. Partnerships), Content and Creative and the wider data marketing team 5. To support the Marketing Manager in the development and creation of pitches for prospective and existing Club partners   **Summary of Duties**   * Working with product owners, Content & Creative and other stakeholders to develop and implement cross-channel and cross-promotional marketing campaigns * Devising and presenting ideas and strategies to improve the businesses efficiency * Oversee and drive the output of the Revenue Marketing team for the creation of KPI-driven campaigns for key revenue and engagement products/services of the Club * Support, develop and coach the Revenue Marketing Executive(s) to grow their skills and knowledge in line with the Club’s values * Support with the development of new processes to increase performance, efficiency and teamwork across the Marketing department * Compiling and distributing financial and statistical information for implementation into campaigns and initiatives * Organising events and product exhibitions where appropriate, including focus groups, exhibition stands and product launches * Monitoring performance of activities against KPIs * Managing the development and implementation of multi-channel TTL campaigns with product managers and key internal stakeholders * Active and dynamic campaign/project reporting to monitor performance and learnings to achieve KPIs * Brief and manage internal support agencies * Work with relevant stakeholders including legal, procurement, content and creative where necessary * Manage budget spend and ROAS to achieve the set KPIs of the campaigns * Support the Marketing Manager in the creation and presentation of confidential briefing notes, commercial presentations, and strategy documents where required * Support the Partnerships Sales Team in the sales process, including the research of prospects, the creation and delivery of pitches and subsequent internal briefing notes * Support the brand activation discussions alongside the Partnerships Sales Team to deliver creative and objective-led activation plans in line with partner’s business and campaign objectives * Lean on the ‘insight-led’ culture with the Marketing and wider commercial and communications teams to inform objectives and opportunities through research and data analysis to inform/define audiences, platforms and monitor performance towards KPIs * Translating club and market data and insights to build meaningful brand stories and recommendations for partnership sales acquisitions * Undertake customer journey mapping to support the development of propositions in line with target audience needs and expectations tracked to key metric KPIs * Collaborate on the development and constant evolution of the Club’s consumer lifecycle, propensity modelling and key target segments alongside the wider data marketing team in accordance with the set KPIs and targets of the business * To support and, where required, take a dominant role in cross-department projects as directed by senior management * Work with wider data marketing team on the transformation and continuous improvement of paid digital marketing performance, according to the KPIs of the business, with a focus on ROAS, engagement, CPA and CPC * Manage the day-to-day SEO of the Club websites with a focus on clicks, impressions, SoV and SERPs to drive organic traffic as per the set KPIs and objectives of the business * Assist in the development and maintenance of the Club’s digital business with a focus on improving customer experiences to drive conversions, engagements, and retention * Ensure the quality of commercial marketing content and creative is of a high standard and meets expectations to increase brand equity and integrity * To support the safeguarding of the integrity of the Club’s data sources and databases * To support the process of maintaining standards in line with GDPR and evolving data and marketing/advertising laws * Ad hoc duties as required by senior management and the Board Office | | |
| **Person Specification** | | |
| **Essential:**   * Educated to degree level or equivalent * Demonstration of the ability to coach, support, and lead team members skills to maintain and improve the day-to-day output, performance * A positive and pro-active attitude to working and leading with a focus on developing/maintaining a healthy team culture * Advanced experience of working with Microsoft Office, especially Excel and Power Point * Demonstrable experience of working in a marketing role/environment * Experience in planning multi-channel marketing campaigns * Experience in both B2C and B2B marketing * Creative copy writing experience/training * Ability to meet stringent deadlines * Outgoing and confident * Adaptable * Ability to work as part of a team * Proactive approach and forward thinking * Ability to work on own initiative * Flexible approach to working hours * Experience in KPI driven revenue marketing * Experience working with agencies * Experience using/working with a CRM/database system * Experience using/working with Magento or similar e-commerce systems * Experience using Communicator or similar ESP * Experience in Google AdWords, Facebook Ads and programmatic marketing   **Desirable:**   * Full clean driving license | | |
| **Role Requirements** | | |
| * To be able to work on matchday weekends and evenings, including Public Holidays * To comply and promote the Club’s policies and procedures to include Safeguarding, Equality & Diversity and GDPR compliance * Understanding of the governance, security and cyber security requirements including areas such as General Data Protection Regulations (GDPR) * To undertake required training, including mandatory Club Equality and Diversity and Health and Safety training. | | |
| *This Job Description may be changed and amended from time to time at the discretion of the Club.*  *Leicester City Football Club is an inclusive employer and will provide equality and fairness for all employees. Leicester City Football Club opposes all forms of unlawful and unfair discrimination. Please refer to our Equality and Diversity Policy for further information.*  Employee Signature Date \_\_\_/\_\_\_\_/\_\_\_\_  Director Signature Date \_\_\_/\_\_\_\_/\_\_\_\_ | | |