**JOB DESCRIPTION**

**JOB TITLE: Marketing Communications Manager**

**DEPARTMENT: Communications**

**REPORTS TO: Head of Marketing Communications**

**LOCATION: Manchester or London**

**DATE: January 2017**

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**Job purpose**

A key role in the communications team, the Marketing Communications Manager will be responsible for communicating City Football Group’s commercial, partner-focused and some corporate activities. Areas of particular focus will include the Group’s partners and fans, requiring a sound knowledge and understanding of the Group’s range of assets, products and infrastructure.

The successful candidate will support the development and delivery of marketing communications plans and activities which uphold and sustain the reputation and public perception of City Football Group, our clubs and businesses.

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**Key responsibilities**

* To support the Head of Marketing Communications in developing and executing a global marketing communications strategy encompassing all appropriate functions of the organisation for external audiences
* To draft communications collateral and materials, press releases, biographies, speeches, award submissions and briefing notes
* To act as a brand ambassador to ensure our identity and values are properly represented as we communicate with our fans and a broad range of other audiences
* To conduct media monitoring and media evaluation of all commercial communications in trade and marketing media, responding to and directing related media enquiries, working with communications agencies to manage media outreach where required
* To support the Manchester City press office and develop and maintain effective relationships with relevant key reporters from sports business, trade and marketing media.
* To deliver international communications support for all international activity including Club tours, international football schools, international retail outlets and global partnerships
* To deliver or support communication launches according to agreed plans, of new Club partnerships and develop communications plans for existing partners, including scheduling, logistics, time line and production
* To provide support and advice where appropriate to relevant departments at Manchester City FC with regards to the most suitable delivery mechanisms or solutions for the design and implementation of corporate communication activities

**General responsibilities**

* Compliance with Club policies
* Compliance with the Club’s health and safety procedures
* To undertake such other duties as may be reasonably expected
* To maintain professional conduct at all times

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**Key relationships**

* All colleagues within the Communications team, both in the UK and in all of our international bases
* Colleagues in City Football Marketing, including the Marketing, Partnership Marketing, Sales, Digital, Fan Relationship Management, City Football Foundation and supporter services teams
* Retained PR agencies which report to the Group Communications team
* Where relevant, PR teams for commercial partners

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**Scope of job**

The role sits within a broader UK-based Communications department, comprising a Chief Communications Officer overseeing Media Relations, Corporate and Commercial Communications and Protocol. The role will work closely across the Group’s clubs and businesses and a network of PR agencies. The role will sit in the Group HQ in Manchester with regular time spent at the Commercial HQ in London

**Person Specification**

**Job Title: Marketing Communications Manager Department/Location: Communications/London and Manchester**

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| **Knowledge:** the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc |
| Essential  Experience of marketing communications roles in a corporate/commercial environment, sound understanding of football as a global sport and related revenue streams  Desirable  Experience of sponsorship communications. Ideal candidate will have some experience of consumer/fan facing communications |
| **Technical/work-based skills**: skills specific to the job e.g. language competence, typing skills, coaching skills etc |
| Essential  Outstanding written and presentational skills, strong grasp of media relations and experience to support that. Able to lead projects.  Desirable  Project management qualification. |
| **General skills and attributes**: more general characteristics e.g. flexibility, communication skills, team working etc |
| Essential  The ideal candidate will be flexible and patient but with strong negotiation skills and powers of persuasion. Must be a team player who can work well across different teams. Willing either to take the initiative or form a critical part of a larger team.  Desirable |
| **Experience:** proven record of experience in a particular field, profession or specialism. Any period of work required must be appropriate and not excessive. |
| Essential  Experience of marketing and/or communications roles, which can translate into the requirements of this role  Desirable |
| **Qualifications**: the level of educational, professional and/or occupational training required |
| Essential  Degree level or equivalent  Desirable |