



JOB DESCRIPTION

JOB TITLE:	Marketing Manager
DEPARTMENT:	Marketing – Manchester City Football Club
REPORTS TO:	Head of Marketing
LOCATION:	Manchester
DATE:	October 2019

Job purpose

The purpose of this role is to ideate, create and develop marketing campaigns for MCFC to drive fan engagement, revenue growth and venue optimisation. Part of a team of Marketing Managers, you will be responsible for delivering innovative and impactful marketing campaigns both offline and online.

Key responsibilities

- Lead the creation of fully integrated, creative campaigns for products and services across all channels to drive sales and revenue growth working with internal stakeholders as well as creative agencies
- Manage the lifecycle of the campaign, liaising with external and internal parties to maximise the impact of the campaign and realise revenue goals
- Create, receive and interpret marketing or creative briefs from the business, providing expert advice on audience reach and growth
- Analyse the performance of the campaigns to ascertain return on investment and inform future campaign decisions, value propositions and channel usage
- Work with the Head of Marketing to develop pricing strategies and product mixes specifically targeted at Hospitality sales
- Ensure the Marketing department is fully integrated with other key areas of the business and delivers a coherent, consistent experience, to the highest possible standards, for fans and visitors, across all touch points
- Identify new product development opportunities to drive innovation and growth for the club
- Work with the Fan Relationship Management (FRM) department to lead development of database customer profiles and purchase behaviour segmentation by product line
- Generate ongoing propensity lists to significantly increase response rates and sales conversion
- Articulate product and service offerings, key benefits and messages for use by sales and marketing
- Work with Sales to cultivate reference accounts for products and services; identify client success stories and create appropriate case studies and collateral.



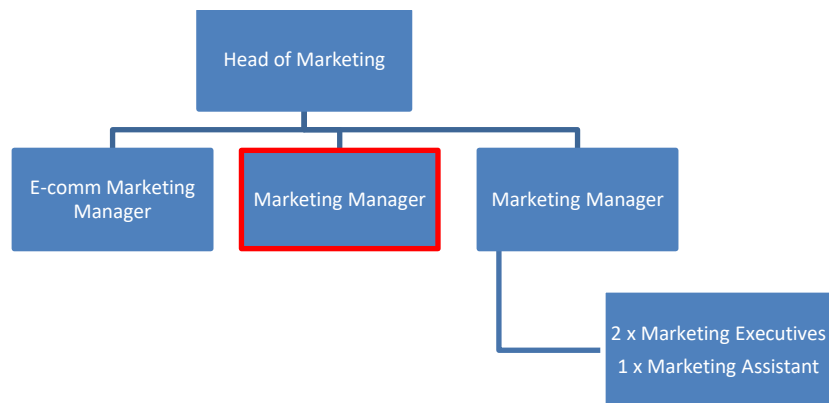
General responsibilities

- 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
-

Key relationships

- Head of Marketing
 - City Football Group Marketing Team
 - In-house and external designers
 - Communications (PR)
 - Digital, Social and Content Media teams
 - Fan Relationship Management (FRM) Team
 - External agencies and suppliers (in particular, Design and Creative, Media Buying and PR)
-

Organisation Structure





Person Specification

Job Title: Marketing Manager

Department/Location: Marketing / Manchester

Technical/work-based skills:

Essential

- An advanced knowledge and ability to produce Marketing campaigns and applications including, but not limited to, digital and event marketing across earned, paid and owned media
- Able to execute online and offline marketing initiatives, integrating online and new media, email, print, direct mail, social media, company websites, SEM/SEO strategy development, brand awareness and drip marketing initiatives.
- Ability to translate audience research and insights into powerful recommendations, effective marketing plans, and clear campaign briefs
- Skilled in the use of analytical tools to measure campaign performance/effectiveness toward agreed departmental Key Performance Indicators (KPI's)
- Managing budgets, campaign analysis and tracking/monitoring procedures

General skills and attributes:

Essential

- Accountability for seeing a project or job through from beginning to completion
- Exceptional attention to detail
- Ability to manage relationships, be an effective and highly motivated team player with a flexible approach and strong multi-tasking skills
- Ability to work collaboratively with excellent interpersonal skills - across organisational boundaries - embracing change, whilst working with a variety of different teams, backgrounds, disciplines and projects concurrently
- Good organisational skills demonstrating the ability to think ahead, prioritise, manage and deliver output to strict deadlines with clear results
- People management and development
- We expect you to be strong conceptually and comfortable challenging conventions whilst able to make sound judgements in line with business needs

Experience:

Essential

- Experience of driving creative innovation, collaboration and excellence from internal and external creative resources and be responsible and accountable for such output
- An impressive record of Marketing excellence and creative success in the field of Marketing management, gained at a management level within a fast paced industry, with a similar consumer facing business.
- Proven experience in managing successful CRM campaigns.
- Experience working closely with a sales organisation with a strong affinity for sales team success.
- Experience of translating research and insights to leverage and deploy customer segmentation as a targeting tool for all areas of the business

Qualifications:

Essential

- A degree qualification in Marketing or equivalent work experience