



# Role Profile

## Marketing Assistant

### Role Reports To: Marketing Manager

**Role Purpose:** Reporting to the Marketing Manager as part of a data-led team, you will have a focus on Aston Villa Women and Villa Park – a prime venue in our city for matchday hospitality, events and more – plus a range of other Club products and services.

Working as part of a data-led team, you will be responsible for the creation, development and implementation of marketing campaigns to promote Aston Villa Football Club's range of products and services whilst retaining an ROI and fan-focussed approach.

### Main Responsibilities and Accountabilities

- Assist the Marketing Manager with the management and development of marketing campaigns for our venue, Villa Park, across matchday and non-matchday
- Working with the Aston Villa Foundation to develop and implement marketing strategies for Aston Villa Women
- End-to-end campaign management and delivery across a full marketing mix – keeping a focus on experience and a fan-focussed approach – with the Marketing Manager
- Report and analysis on ROI of marketing activity
- Writing proposals, project plans, individual project P&L's and timelines and managing them from start to finish with the Marketing Manager and Head of Marketing.
- Assist with the production of marketing materials such as OOH, DM, newsletters, flyers, posters, leaflets, POS, signage, e-newsletters and various digital assets for campaigns
- Planning, organising and developing matchday activations with the Marketing Manager
- Research market trends, demographics, strategies, and other relevant information that helps the marketing team develop marketing campaigns & plans
- Organise and plan the production of marketing materials by working closely with suppliers, and other involved parties
- Any other reasonable duties and responsibilities which your manager or another senior officer of the Club asks you to perform

### Key Skills & Experience

- Proven experience working within a Marketing or equivalent role (within the sports industry is desirable).
- Solid knowledge across a full mix of marketing channels, tools and materials
- A degree (or equivalent) in a Marketing or Communications-related discipline is desirable
- The ability to work at a fast pace on multiple projects
- Excellent organisational skills
- Proactive and enthusiastic
- Creative with a keen eye for attention-to-detail.
- Ability to build strong relationships and work collaboratively.
- Excellent problem-solving skills and a can-do attitude
- A background with B2B or hospitality and venue marketing is desirable
- Work flexible hours as the Club requires, this will include matchday working evenings and weekends

*Aston Villa Football Club is an inclusive institution that provides a welcoming environment to supporters, the local community, customers, employees, contacts and competitors. We want to ensure that the Club and all its subsidiaries are free from discrimination of any kind, embracing all regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex (gender), religion or belief.*