



# ASTON VILLA FOOTBALL CLUB

**Job Title:** Senior Marketing Executive (Events & Activations)

**Department:** Marketing

**Hours of Work:** 35 hours per week (includes some evenings and weekends)

**Contract Type:** Permanent

**Salary:** £26,000 - £35,000 per annum depending on experience

**Location:** Villa Park (will include some travel for international tours)

**Closing Date:** 10 August 2022

## 1. The Department

The marketing department is responsible for supporting the growth of the football club across all departments – aiming to deliver award-winning campaigns, excellent fan engagement and record-breaking commercial results. The team works at a fast pace due to the nature of providing support for our commercial, brand and fan growth across all areas of the club. As the club continues to progress in all areas, this is an exciting opportunity to be part of the journey.

## 2. The Role

We have an exciting new role available that aims to focus on creating memorable experiences for fans on matchday or events at Villa Park, and globally throughout the year, to support our commercial and fan growth.

Known for its atmosphere, Villa Park was rated the 5<sup>th</sup> best matchday by the Premier League in 21/22 and this role will pick up responsibilities for matchday fan engagement to continue to improve this reputation. The stadium is also rapidly developing its hospitality and events portfolio including bringing major music events to the venue, and this role would support the marketing of these to raise the profile of Villa Park as a multi-purpose venue ahead of its redevelopment.

Global growth is a key objective for the club and this role would have a focus on fan engagement and activations worldwide, including leading on activity on tours and digital growth of our global fan base.

For further information about the Role, please see the Role Profile.

## 3. The Person

This role is perfect for a proactive, creative, and organised individual who has experience of activating brands and managing events, with any global experience beneficial. The ideal candidate should have demonstrable experience of working at a fast pace across multiple projects, delivering experiences and marketing those accordingly.

You should have previous experience within a similar marketing role with a Background in end-to end marketing campaign management & delivery, working across a full marketing mix. You will also have experience working alongside managing external suppliers and agencies and internal teams.

This role will include some weekend and evening work to cover matchdays along with travel for tours

**As part of your application, please ensure you upload your CV and Cover Letter.**

**For further information, the Role Profile and to apply please go to [careers.avfc.co.uk/jobs](https://careers.avfc.co.uk/jobs)**

### **Right to Close Vacancy Posting Early**

*The Club reserves the right to close any advertised vacancies earlier than the advertised closing date if sufficient applications have been received.*

### **Equality Statement**

*Aston Villa Football Club celebrates the diversity of its Club and embrace equal opportunities for all. We are proud to be a Disability Confident employer and fully support The FAs Football Leadership Diversity Code.*

*We welcome applications from all candidates regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex and religion or belief.*

### **Safeguarding Statement**

*Aston Villa Football Club is fully committed to safeguarding children and adults at risk across our Club. As such, we adhere to Safer Recruitment processes and for some roles a satisfactory enhanced disclosure via the Disclosure & Barring Service may be required prior to starting in a role at the Club. For more information, please see [Aston Villa Football Club | The official club website | AVFC - Safeguarding](#)*