



Role Profile

Senior Marketing Executive (Events & Activations)

Role Reports To: Marketing Manager

Role Purpose:

Reporting to the Marketing Manager, this role will be focussed on creating memorable experiences for fans on matchdays at Villa Park and globally throughout the year, alongside new audiences attending Villa Park for other major events as a key venue in the city.

Main Responsibilities and Accountabilities

- Lead on the implementation of all matchday activity for fans at Villa Park.
- Responsible for the development of our global activations, holding events on-the-ground in key markets supported by digital activity to grow our global fan base.
- Organisation and delivery of matchday marketing and fan engagement strategies
- Management of matchday event staff, 'Fan Squad' and 'Here to Help' staff
- Leading on local and global activations, including but not limited to pre-season and winter tour activations
- Supporting the club's digital activity to increase its global fan base
- Ownership of marketing and delivery for non-matchday events, including but not limited to major music concerts
- Leading the marketing and support of the club's catering provider to enhance the matchday f&b offering and non-matchday conference & events provision
- Supporting across other club campaigns which align to the role purpose (eg memberships, loyalty scheme, etc)
- Report and analysis on all activity
- Management of budgets for areas of responsibility
- Any other reasonable duties and responsibilities which your manager or another senior officer of the Club asks you to perform.
- Demonstrate commitment to Safeguarding by adhering to relevant policies, procedures and values relating to safeguarding children and adults at risk
- Support the Club's commitment to equality, diversity and inclusion

Qualifications, Key Skills & Experience

Essential

- Proven experience working within a similar Marketing role
- Previous experience with event management, planning and an experiential marketing background
- Background in end-to-end marketing campaign management & delivery, working across a full marketing mix
- Experience of working alongside / managing external suppliers and agencies and internal teams
- The ability to work at a fast pace on multiple projects, being well organised, proactive, enthusiastic and creative with keen eye for attention-to-detail.
- Strong verbal and written communication skills which are clear, concise, and accurate to internal/external stake holders

Desirable

- Degree (or equivalent) in a Marketing or Communications-related discipline.
- Experience activating in-market globally
- Creative with a keen eye for attention-to-detail.
- Ability to build strong relationships and work collaboratively.
- Excellent problem-solving skills

Disclosure and Barring Service Check Requirement

- This role will be subject to an Enhanced disclosure level

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.

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](#)