



JOB DESCRIPTION

Job title:	Head of Marketing	Reporting to:	Chief Operating Officer
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Job Summary:

Oversee the full range of marketing mix for Burnley FC across platforms and channels. The primary objective of the role is to grow and engage a fanbase whatever the nature of their relationship to the club. That might be through an incredible season ticket renewal campaign, a local/regional/global brand campaign, an innovative kit launch, or personalising emails to match vs. individual fan requirements.

Roles and Responsibilities:

Marketing Campaigns

- Responsible for growing the Burnley FC marketing funnel, in both size and engagement levels.
- Accountable for the development of Burnley FC weekly / quarterly / annual marketing plans.
- Leads and supports creation of content for key seasonal moments (e.g. kit launch, ticket campaigns).
- Hold an advanced understanding of SEO and lead generation techniques and outcomes.
- Able to reporting and analyse rigorously against RoI for all online and offline based campaigns.
- Develop models around propensity to purchase particular Burnley FC products and services.
- Create branded marketing channels to promote club departments/services and products.

Brand

- Develop the Burnley FC *Forever Forward* company brand identity.
- Manage the consistency of brand application across departments.
- Lead on the execution of branding across all aspects of the club operations (physical, digital).
- Responsible for upkeep of all club copyright, trademarks and IP.
- Ensure that all campaigns and activities adhere and support league requirements and standards.

Management, Budget & Reporting

- Manage the creation of the annual club marketing budget.
- Liaise and coordinate with full range of media & marketing member team, comprising of graphic designers, videographers, media & content writers, social media channels.
- Accountable for digital marketing platforms for club use (website, CMS, email, SMS, club app).
- Make responsible decisions on where external media/marketing agencies can provide valuable support.
- Support of Burnley FC departments marketing planning and promotional activities.
- Ensure full and accurate reporting of activities to wide range of stakeholders.

Technology & Data

- Management and maintenance of the integrations of club website, SSO data flow, video/audio streaming platforms, retail website, CRM and analytics.
- Oversee the continued development of the Burnley FC website.
- Lead on the development and application of marketing data segmentation.
- Create and manage of supporter/new registration engagement tools.
- Support in data management via club CRM, in accordance with GDPR regulations.



Partners

- Provide point of contact for first team player and manager activations on behalf of club, partners and league.
- Accountable for the approval of all TV broadcast LED approvals.
- Manage key stakeholders inside and outside the business.
- Lead person of affiliate/partner contact for Premier League/Football League.

Burnley FC Leadership

- Contribute to broader club development as member of the Senior Management Team.
- Support in other areas of the organisation as and when required.
- Maintain a commitment to equality and diversity in the workplace.
- Always demonstrate the Club's values.
- Work flexible hours where the role of the job requires, though Burnley FC also commits to providing days in lieu to cover commitments outside of regular working hours.

This job description is issued as a guideline to assist you in your duties and is not exhaustive. You may, on occasions, be required to undertake additional or other duties within the context of this job description.



PERSON SPECIFICATION		
CRITERIA	ESSENTIAL	DESIRABLE
QUALIFICATIONS		<ul style="list-style-type: none"> Marketing degree or equivalent.
EXPERIENCE & SKILLS	<ul style="list-style-type: none"> Experience building online campaigns. Experience building offline campaigns. IT skills, CRM systems, CMS systems. Social media platform knowledge. Producing and analysing reports. Presentation skills to key stakeholders. GDPR and data protection regulations. Budget management. Written and verbal communication. Problem solving/analysis skills. 	<ul style="list-style-type: none"> Experience of working within a professional sport environment. Telephone handling systems. Experience of managing staff.
PERSONAL QUALITIES	<ul style="list-style-type: none"> Highly motivated and driven. Resilient and calming personality. Organised approach to work. Ability to work within a team. Foster good working relationships. Enthusiasm, energy, and resilience. Flexible approach. 'Can-do' and courteous attitude. Commitment to the aims, vision, and values of Burnley FC. Lack of prejudice when working with others. 	<ul style="list-style-type: none"> Positive attitude towards professional development and their own learning.