



## Exceptional | Edge | Energising

At Lincoln City Football Club, we believe that people make the difference and accordingly, we don't just look for the usual job requirements. As well as being experts in their technical areas, all of our team members demonstrate and work towards a clear set of traits which differentiate us from the norm.

As a Head of Data and CRM you will be required to demonstrate behaviours reflecting the following traits, which we have termed the 3Es: Exceptional, Edge and Energising.

### Exceptional

- **Capacity and resilience**
  - You will undertake multiple tasks and responsibilities to a high standard;
  - You will overcome setbacks and disappointment, remaining positive in the face of adversity.
- **Forward thinking**
  - You will think ahead and prepare for future tasks and opportunities;
  - You will seek and provide new ideas and solutions to overcome challenges.

### Edge

- **Problem solving**
  - You will demonstrate the ability to quickly absorb large quantities of information;
  - You will resolve problems with practical solutions, being innovative when required.
- **Streetwise**
  - You will work smart and demonstrates the know-how to win;
  - You will develop key relationships and networks effectively.

### Energising

- **Motivates others**
  - People are compelled to work with you;
  - You use a range of influencing styles to enthuse others.
- **Finds a way**
  - You deliver results, within a team;
  - You develop and implement strategies to achieve positive outcomes.

<b>JOB TITLE:</b>	Head of Data and CRM
<b>DIRECTORATE:</b>	Commercial
<b>REPORTS TO:</b>	Director of Sales
<b>RESPONSIBLE FOR:</b>	Data and CRM
<b>LOCATION:</b>	Stadium, hybrid, work from home
<b>HOURS:</b>	40
<b>MATCHDAY WORKING:</b>	HOME <input checked="" type="checkbox"/> AWAY <input type="checkbox"/> BOTH <input type="checkbox"/>
<b>DATE:</b>	ASAP
<b>DBS Check:</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

### Job purpose

Lead on the product integration of the new CRM system, integrating with multiple systems across the club to effectively harvest and map customer journeys to drive engagement and increase revenue.

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### Key Responsibilities

- Assessing the club's monthly CRM activity, making recommendations and suggestions on how email, push notifications, and SMS can drive traffic, revenue, and long-term business growth;
  - Ensuring the health and maintenance of the clubs database;
  - Regularly update trackers, visual dashboards, stats reports, etc. keeping a track of the club's digital performance as well as its main competitors' against digital KPIs;
  - Helping to create segmentation lists to be used for email campaigns;
  - Coordinating daily email campaigns on behalf of all departments;
  - Working closely with marketing and media colleagues to provide copy for emails, ensuring that the text is proof-read and all links are working accordingly;
  - Extracting data from the CRM to create detailed reports;
  - Tracking email campaigns to ensure that we are not missing opportunities to further communicate with supporters to increase revenue;
  - Flagging any issues with the delivery of email campaigns and working to find a resolution;
  - Identifying opportunities and direction using our data;
  - Receiving and answering queries about data insight/handling, Single Sign On, Tableau and retention campaigns;
  - Liaising with our CRM provider (Sports Alliance) to make best use of the platform's capabilities;
  - Ensure club uphold data protection principles including GDPR, ensuring all data handling complies with our contractual and legal obligations.
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## General responsibilities

- Carry out duties in accordance with all relevant company policies, including, but not limited to, the Health and Safety Policy, Code of Conduct Policy, Safeguarding Policy, Equality and Diversity Policy, Financial Regulation Policy and Social Media Policy;
- To safeguard and promote the welfare of all children, young people and adults at risk;
- To be vigilant and support all safety and security operations;
- Act always with utmost good faith to the Club, Foundation and the Company;
- Devote full attention and ability to fulfilment of the duties required by the role;
- Other duties as reasonably requested by a member of the senior management staff;
- To work closely with partnership organisations, to maintain good relationships and collaborative working practices;
- To work with colleagues throughout Lincoln City Football Club & Foundation to extend knowledge and skills in order to identify and develop best practice;
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners;
- Carry out general office duties including data recording, filing, photocopying, sending and receiving emails;
- Active participation on continuing professional development and the appraisal process;
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job;
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements;
- Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner always;
- To cover as and when required at other departments within Lincoln City Football Club & Foundation;
- To recognise commercial opportunities across all products within Lincoln City Football Club & Foundation;
- Promote the brand identity and increase Lincoln City fanbase throughout;
- To support the Lincoln City Football Club green energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency; and
- Any other duties commensurate with the grade and falling within the scope of the post, as requested by the Chief Executive.

The above-mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Lincoln City Football Club & Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.

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## Key relationships

- Head of Marketing and Ticketing
  - Head of Supporter Services
  - Head of Commercial
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### **Scope of job**

- The role will require the successful candidate to develop business and market insights to drive the business forward by providing knowledge to inform high-level business decisions on fan acquisition, engagement, revenue generation and brand value strategies in accordance with the set KPIs and targets of the business.
- To build a robust CRM system and create reliable data insight.

## Person specification

### Job Title: Head of Data and CRM

#### **KNOWLEDGE**

*The level and breadth of knowledge to do the job, eg. understanding of a defined system, method or procedure, legal or regulatory frameworks etc*

##### Essential

- A strong understanding of digital analytics and Microsoft office tools, along with knowledge of main social networks and key digital marketing metrics.
- Detailed understanding of the principles of direct marketing

#### **TECHNICAL/WORK-BASED SKILLS**

*Skills specific to the job, eg. computer competency, typing skills, coaching skills etc*

##### Essential

- Strong analytical skills experience working with multiple datasets, generating analysis to tight deadlines with stakeholders, with an eye for detail and experience turning data into insight/information, reports and visual presentations that can be presented and easily consumed by different stakeholders.

#### **GENERAL SKILLS AND ATRIBUTES**

*More general characteristics, eg. flexibility, communication skills, team working etc*

##### Essential

- Highly organised and ability to manage own workload
- Passionate
- Ability to work to tight deadlines

#### **EXPERIENCE**

*Proven record of experience in a particular field, profession or specialism*

##### Essential

- Experience with database technologies with a good understanding of using the SQL language to query data as well as experience building digital dashboards, data visualisations, graphs and charts, preferably within Tableau. You will have a solid understanding of Google, SQL and other relevant analytic tools.

##### Desirable

- Experience within a sports club or organisation