



# READING

FOOTBALL CLUB

## Job Advert

<b>Job title:</b>	Marketing Manager (Women's Football)
<b>Employer:</b>	Reading Football Club
<b>Location:</b>	Madejski Stadium, Reading RG2 0FL (at times through our Bisham Abbey and Adams Park Offices)
<b>Contract:</b>	2 year fixed-term contract
<b>Salary:</b>	£30,000.00 per annum <ul style="list-style-type: none"><li>• Auto-enrolment into the Club's pension scheme (depending on eligibility)</li><li>• Group Life Protection (death in service cover)</li><li>• Club discounts and offers</li></ul>
<b>Hours of work:</b>	37½ hrs per week on a flexible basis to include evening/weekend working
<b>Department:</b>	CRM & Marketing Communications
<b>Reporting to:</b>	Head of CRM & Marcomms

### Job purpose

- To develop and deliver an annual marketing communications plan for the Reading FC Women's team, to meet fan and revenue growth targets and which promotes the club's profile locally and nationally.
- To lead the growth of the RFC Women database through a targeted CRM programme supporting the team across the Barclays FA Women's Super League, The FA Women's Cup and the League Cup.
- To support the Head of CRM & Marcomms in the roll-out of strategic marketing initiatives and in ensuring all marketing activity is delivered in line with the department's CRM & Marketing Communications Strategy and Objectives.

## Main duties

- 🏆 To develop and execute an annual multi-channel marketing communications plan to promote Reading FC Women in the Barclays FA Women's Super League, The FA Women's Cup and the League Cup.
- 🏆 To analyse markets, market segments and competitor activities to increase the effectiveness and ROI of marketing activities.
- 🏆 To collaborate with ticketing and retail departments to understand sales targets and initiatives, identifying and delivering promotional activity to achieve success.
- 🏆 To interpret the core narrative and key messages of the Reading FC Women's team and produce compelling written and video content for distribution across online and offline channels (incl. CRM, Social Media, Website, Match Day Programme, Match Day Activations, OOH/external advertising).
- 🏆 To create and deliver a targeted CRM eComms programme, managing lifecycle campaigns to engage and grow the RFC Women database.
- 🏆 To oversee @ReadingFCWomen social media channels with responsibility for the creation and publishing of year-round social media content incl. Match Day coverage.
- 🏆 To lead the planning, management and delivery of periodic social media influencer programmes that allow the Club to open new markets and attract new audiences.
- 🏆 To be the editor of the matchday programme, including content planning, liaison with designers and printers, copywriting, managing and delegating to contributors and proof-reading.
- 🏆 To work closely with the Reading FC 1<sup>st</sup> Team Manager / Director of Football to oversee player appearances and capture regular team / player related content.
- 🏆 To be a point of contact for The FA national marketing team, attending monthly meetings and working closely with the team to deliver joint objectives, national marketing campaigns at a local level.
- 🏆 To project manage creative briefs and production cycle of marketing materials (incl. leaflets, posters, flyers, newsletters, brochures), liaising with internal/external designers and agencies.
- 🏆 To support the planning and management of brand photoshoots.
- 🏆 To actively participate in generating and delivering new ideas to drive fan engagement through online and offline channels.
- 🏆 To work closely with colleagues within the CRM & Marcomms Department to integrate and deliver Community Trust, Reading FC Men's, Academy and Sponsor-associated messaging and activity.
- 🏆 To support the delivery of brand related projects for Reading FC.
- 🏆 To attend and cover all Women's 1<sup>st</sup> team fixtures as required.
- 🏆 To track and analyse social media, website, CRM metrics producing regular impact reports.
- 🏆 To manage and report on Reading FC Women marketing budget to support delivery of KPIs.
- 🏆 To keep Head of CRM & Marcomms updated on all workstreams, highlighting successes and upraising any issues on an ongoing basis.
- 🏆 To adhere to a strict code of confidentiality in respect of any information relating to Reading Football Club and its operation
- 🏆 To be presentable at all times when working and demonstrate that you can represent the face of the club in the manner expected
- 🏆 To maintain Reading Football Club's Safeguarding (Child Protection), Health, Safety and Equal Opportunity procedures and practice
- 🏆 To act in a manner that supports the Club's Vision and Values at all times

## Person specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• Educated to degree level (preferably within the field of marketing or business management)</li> <li>• CIM qualification</li> </ul>	
Experience	<ul style="list-style-type: none"> <li>• Significant experience in all elements of consumer brand marketing including developing &amp; executing insight-led marcomms plans across both on and offline channels.</li> <li>• Commercial aptitude and experienced in transactional based marketing campaigns that seek to drive revenue.</li> <li>• Experience of planning, production, and management of engaging visual, written, and video content for a range of marketing channels including website, mobile, social media, CRM, OOH advertising.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with video editing and graphics software, including Adobe Premiere Pro, Adobe Photoshop, and Adobe After Effects</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• An understanding of CRM and analysis of data as well as the ability to measure the success of digital output.</li> <li>• Excellent knowledge of domestic and international football.</li> </ul>	<ul style="list-style-type: none"> <li>• Interest and passion for Women's sport.</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Excellent communicator with the ability to effectively influence a diverse range of people, and able to present a highly professional image when representing Reading FC.</li> <li>• Good project management skills and able to balance multiple priorities while working independently, remaining focused and clear.</li> <li>• Exceptional analytical skills and can work with complex systems and data.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Creative thinker with ability to proactively track market trends, identify opportunities and introduce new ideas to enhance our reach and relationship with our audience.</li> <li>• A motivated and committed self-starter with strong planning and organisational skills.</li> <li>• Thrives on accountability and proactively communicates progress with line manager, highlighting successes and raising any issues on an ongoing basis.</li> </ul>	
<b>Attitude</b>	<ul style="list-style-type: none"> <li>• Team player with positive attitude that champions an inclusive solutions-focused team culture.</li> <li>• Able to travel and work on home and away match days.</li> </ul>	

**Due to this post being in regulated activity, the potential employee will be required to undertake a Disclosure and Barring Service check at the appropriate level. It is a criminal offence for a barred person to attempt to engage with vulnerable group**

<b>Closing date for applications:</b>	Wednesday 19 <sup>th</sup> June, 2019 12 noon
<b>Contact:</b>	Please send a covering letter and your CV to <a href="mailto:recruitment@readingfc.co.uk">recruitment@readingfc.co.uk</a>