

JOB DESCRIPTION

JOB TITLE: Senior eCRM Executive

DEPARTMENT: FRM – Fan Relationship Management

REPORTS TO: eCRM Campaign Manager

LOCATION: Manchester

DATE: March 2017

Job purpose

Responsible for planning, supporting & delivering the club's multi-channel marketing campaigns including email, SMS and Facebook advertising. Identifying new opportunities to increase engagement and commercial revenue.

Key responsibilities

- Support the execution and creative development of personalised campaigns across email, social, digital and mobile
- Analyse campaign KPI's, test new initiatives and provide recommendations
- Co-ordinator the campaign calendar
- Day to day management of the creative agency
- Selection of appropriate audiences based on engagement, behaviours and attributes

General responsibilities

- Compliance with Club policies
- Compliance with the Club's health and safety procedures
- To undertake such other duties as may be reasonably expected
- To maintain professional conduct at all times

Key relationships

Internal co-ordination:

- Database team
- Loyalty team
- Supporters club team
- Content team
- Lead design communications designer
- Marketing team
- Ticketing & hospitality teams
- Partnerships team
- Retail team
- Charities team
- Digital team
- Research team
- Supporter services team

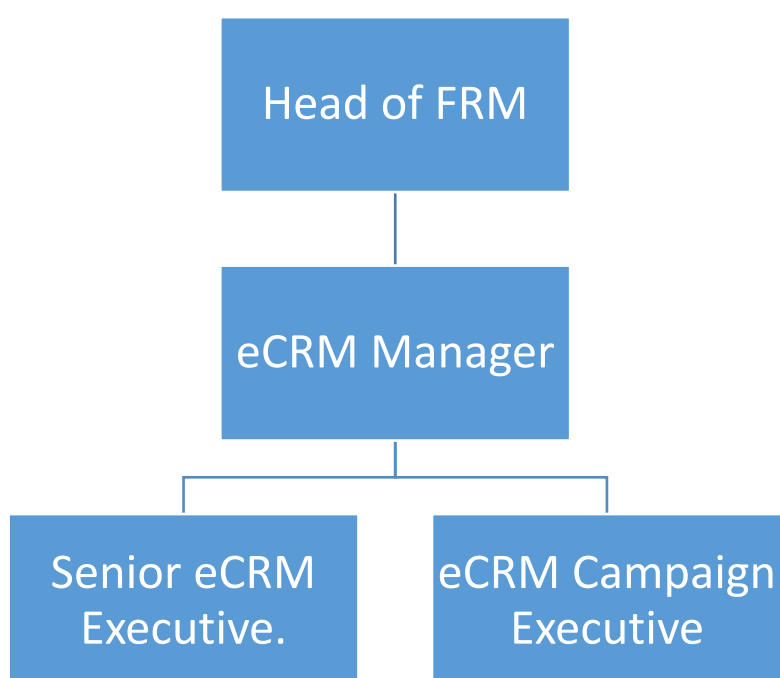
External

- Creative Agency
- Exact Target
- Fans

Scope of job

- Setting up and delivering up to 100 campaigns per month across different channels
 - Supporting the management of the campaign calendar
 - Communicating with our fans in a personal and targeted approach
 - Tracking results to optimise campaigns and increase conversion
 - Developing shareable insights for City Football Group
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Organisation chart



Person Specification

Job Title: Senior eCRM Executive

Department/Location: FRM / Manchester

Knowledge: the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc

Essential

- Project management skills; ability to prioritise multiple tasks and deadlines
- Comfortable with digital platforms
- Compliant to club guidelines and to industry regulations

Desirable

- Experience in sports is an added plus

Technical/work-based skills: skills specific to the job e.g. language competence, typing skills, coaching skills etc

Essential

- Competent to at least an intermediate level with Microsoft Office, especially Excel & Powerpoint
- Analytical and used to KPIs
- Understanding of social media platforms
- Ability to build responsive emails and landing pages in HTML & CSS
- Competent with Adobe Photoshop

Desirable

- Experience of monitoring email delivery including sender reputation
- Experience of communicating to customers internationally & an understanding of global markets
- Digital copyrighting skills

General skills and attributes: more general characteristics e.g. flexibility, communication skills, team working etc

Essential

- Creative mind-set capable of developing innovative initiatives
- Self-motivated and goal oriented individual with a task delivery mentality
- High attention to detail
- Disciplined hard worker and collaborative team player
- Highly organised and able to work under pressure
- Comfortable in self-starter environments; able to work autonomously when needed
- Ability to present results and recommendations to different key stakeholders

Desirable

- Passion and understanding of football

Experience: proven record of experience in a particular field, profession or specialism. Any period of work required must be appropriate and not excessive.

Essential

- Proven experience of working in email marketing and delivering multi-channel campaigns

Desirable

- Mobile marketing experience including SMS
- Facebook advertising experience
- Google Adwords experience
- Experience of Exact Target / Marketing Cloud

Qualifications: the level of educational, professional and/or occupational training required

Essential

- Bachelor's Degree in Marketing, Business Administration, Communications or related field