

## **JOB DESCRIPTION**

**JOB TITLE:** PARTNERSHIP MARKETING (EMEA) INTERN  
**DEPARTMENT:** CITY FOOTBALL MARKETING – COMMERCIAL – PARTNERSHIP MARKETING  
**REPORTS TO:** PARTNERSHIP MARKETING MANAGER (EMEA)  
**LOCATION:** ETIHAD CAMPUS, MANCHESTER  
**DATE:** JUNE 2018

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### **Job purpose**

To support the Partnership Marketing (EMEA) team in a variety of tasks across the department.

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### **Key responsibilities**

#### **50% of time allocated to day-to-day support of partnerships**

- Management and co-ordination of digital content and campaigns
- Event and Matchday activation co-ordination and delivery
- Co-ordination and delivery (including reporting) on any multi-channel promotions
- Internal comms plan development to promote partners offers
- Manage merchandise and gifting requirements

#### **Remainder of time spent across:**

- Market & industry research (10%)
- Reporting on partnership marketing campaigns (10%)
- Strategic project support in line with department requirements (30%)

### **General responsibilities**

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

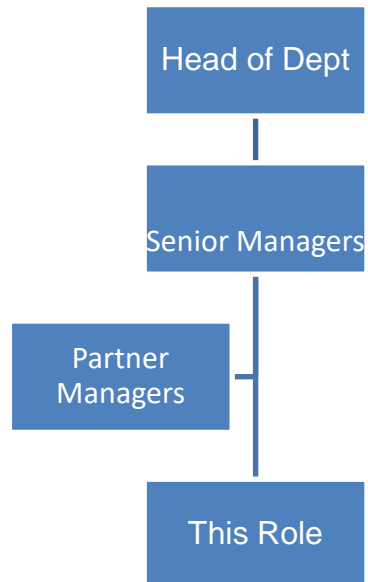
#### **Partner relationship**

- Internal relationships with Partnerships Manager, Head of Department and Regional Director of MENA.
- Internal relationships with relevant departments to aid delivery of contractual assets, such as Partnership Operations, Commercial Media and Events
- External relationship with Partners sponsorship team as and when required

### **Wider Role**

- Internal relationships with entire EMEA PM department to ensure value add and smooth allocation of tasks

## Organisation chart



## **Person Specification**

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<b>Knowledge:</b> 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
<u>Essential</u> <ul style="list-style-type: none"> <li>Understanding of the sport sponsorship industry and of the City Football Group model.</li> </ul>
<u>Desirable</u> <ul style="list-style-type: none"> <li></li> </ul>
<b>Technical/work-based skills:</b> skills specific to the job e.g. language competence, typing skills, coaching skills etc
<u>Essential</u> <ul style="list-style-type: none"> <li>Knowledge and understanding of IT software and systems</li> <li>Proficient in the use of a PC, Tablets &amp; MS Windows based computer applications</li> <li>Good understanding of MS Excel</li> </ul>
<b>General skills and attributes:</b> more general characteristics e.g. flexibility, communication skills, team working etc
<u>Essential</u> <ul style="list-style-type: none"> <li>Exceptional customer service skills</li> <li>Excellent communication and interpersonal skills – the ability to communicate effectively with people at all levels</li> <li>Enthusiasm and willingness to be flexible</li> <li>Pro-active and engaging style</li> <li>Strong 'can do' approach and team ethic</li> <li>Remain calm under pressure</li> <li>Rigorous attention to detail</li> <li>Willing to self-evaluate and work towards continuous improvement</li> <li>Flexible and adaptable</li> <li>Impeccable written spelling and grammar skills</li> </ul>
<u>Desirable</u> <ul style="list-style-type: none"> <li>Passion for football and sports</li> <li>Language Skills</li> </ul>
<b>Experience:</b> proven record of experience in a particular field, profession or specialism. Any period of work required must be appropriate and not excessive.
<u>Essential</u> <ul style="list-style-type: none"> <li>Experience working in a customer / client facing role</li> <li>Experience working as part of a team</li> </ul>
<u>Desirable</u> <ul style="list-style-type: none"> <li>Experience working in sport</li> </ul>
<b>Qualifications:</b> the level of educational, professional and/or occupational training required
<u>Essential</u>

- Educated to Undergraduate Degree Level or relevant experience