



JOB TITLE Marketing Manager (Club)

DEPARTMENT Marketing

RESPONSIBLE TO Head of Marketing

RESPONSIBLE FOR Marketing Manager (Meeting and Events)
Designer x 2

JOB SUMMARY

To lead Marketing activities across the club, ensuring our brand is presented effectively across all marketing communication channels.

ROLE RESPONSIBILITIES

- Work alongside the Head of Marketing and department heads to determine and deliver marketing strategy to support meeting KPI's.
- Develop strategic plans for e-mail marketing with a focus on utilising data from the CRM to enhance communications.
- Collaborate with departments to develop comprehensive communications and content strategy to support business growth and raise awareness.
- Gather insights from analytics and CRM tools and apply findings to the overall marketing strategy and future campaigns.
- Gather insights from clients and supporters into areas for improvement.
- Manage projects focused on improving supporter experience and fan engagement.
- Support the marketing team in producing creative and effective collateral for all departments.
- Concept development and copywriting for campaigns and brochures.
- Support the team in managing their own workload, setting realistic deadlines and managing internal expectations.
- Identify tools, processes and training that can contribute to the team's efficiency.
- Provide creative direction and concise briefs for both the in-house marketing team and agencies, if utilised, to ensure the best use of time and budget.
- Continual development and refinement of the brand toolkit for Newcastle United, St. James' Park and all other sub brands.
- Regular reporting on campaigns (marketing and commercial).
- Work with departments to understand their challenges, requirements, budgets and timings.
- Ensuring non-football content on the club website is up to date and relevant.
- Gather insights from analytics and CRM tools and apply findings to the overall marketing strategy and future campaigns.
- Work with Newcastle United Foundation to maximise relationship.
- Any other reasonable duties



ROLE REQUIREMENTS

- Perform duties with due regard to club policies and procedures and legislative requirements at all times;
- Ensure implementation of the clubs health & safety, safeguarding, welfare and equality policies to create a safe working environment for all;
- Ensure working practices are compliant with relevant legislation and data protection legislation and/or general data protection regulations (GDPR) requirements;
- Undertake continuous professional development (CPD) training and/or additional training as identified or as required.

QUALIFICATION & TRAINING

Essential

- Degree or relevant marketing qualification

Desirable

- Professional Certifications such as PCM, Digital Marketing, Integrated Marketing

KNOWLEDGE, SKILLS & EXPERIENCE

Essential

- Experience working in a fast paced marketing environment
- Significant experience in a senior marketing role with direct reports.
- Excellent copywriting and communication skills
- Confident utilising social media
- Experience using CRM systems
- Resilient and committed to delivering to a high standard
- Organised, excellent at planning and hits deadlines
- Competent in Microsoft Office

Desirable

- Experience working in a sports marketing team

CRIMINAL RECORD CHECK REQUIREMENT

This role does not require a criminal records check (CRC).

Where a role requires a CRC, this must be obtained by the Club.



GENERAL STATEMENT

All employees of the Club must at all times carry out their responsibilities with due regards to all policies and procedures and in particular health and safety, confidentiality and data protection.

SAFEGUARDING & WELFARE STATEMENT

The Club is committed to the safeguarding and welfare of all children, young people and adults at risk of harm and requires all staff, volunteers and others associated with the Club to share and endorse this commitment.

As part of this commitment, all staff are expected to undertake regular safeguarding and welfare related training and to ensure the environments in which they work remain safe at all times. This includes ensuring 'best practices' are adopted at all times and incidents or concerns are proactively reported. Safeguarding is considered everybody's responsibility.

EQUALITY, DIVERSITY & INCLUSION STATEMENT

The Club is committed to equality, diversity and inclusion, encapsulated by the Club's brand United As One, and believes in equal opportunities for all. We expect that all staff, volunteers and others associated with the Club share and endorse this commitment in a positive manner. The club does not tolerate any form of direct or indirect discrimination, victimisation or harassment. Your behaviour must align to the principles of equality as outlined in the Clubs equality policy which can be found at www.nufc.co.uk/UnitedAsOne.