



## JOB DESCRIPTION: CRM & Marketing Assistant

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| <b>Department</b>                 | Commercial  |
| <b>Report to</b>                  | Commercial Marketing Manager  |
| <b>Salary</b>                     | £19,000.00 - £21,000.00 per annum   |
| <b>Contract</b>                   | Full Time (40 hours)  |
| <b>Direct Reports</b>             | None  |
| <b>Key Relationships</b>          | Internal  |
|                                   | Commercial Department:<br><br>Marketing<br>Graphic Design<br>Media<br>Retail & Ticketing<br>Sponsorship & Hospitality   |
| <b>Purpose of Role</b>            | To create and craft retail and ticketing campaigns and strategies through targeted communications with our amazing customer base. You'll be key to what optimises Swansea City's marketing promotions.  |
| <b>Roles and Responsibilities</b> | <ul style="list-style-type: none"> <li>• Work with the Commercial Marketing Manager to create Marketing &amp; CRM strategies using Sports Alliance Campaign Manager and Microsoft Dynamics to encourage customer retention and loyalty.</li> <li>• Map customer journeys, analysing touch points to make every retail and ticketing campaign we run exceptional.</li> <li>• Work closely with all departments, to create effective company-wide CRM.</li> <li>• Monitor customer lifetime value strategies to create maximum profitability for Swansea City FC.</li> <li>• Manage and take ownership of our segmented databases (including the retail and ticketing databases) for targeted marketing activities.</li> <li>• Have an active role in controlling lower cost mediums like SMS and email.</li> <li>• Develop testing strategies to discover what works before we run campaigns.</li> <li>• Through using tracking systems, you'll analyse campaigns to gather visitor data and work out areas for campaign improvement.</li> </ul> |
| <b>General</b>                    | <ul style="list-style-type: none"> <li>• Follow all Club Policies, such as Equality &amp; Diversity, Health &amp; Safety, Safeguarding, Anti-Corruption &amp; Bribery and GDPR.</li> <li>• Make suggestions to improve the working environment and contribute to positive employee relations within your area of work and Swansea City Football Club as a whole.</li> </ul>   |



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|  | <ul style="list-style-type: none"><li>• To take reasonable care for the health and safety of yourself and other employees and members of the public who may be affected by your acts or omissions at work.</li><li>• To comply with all aspects of the Swansea City Football Club Health and Safety Policy and Arrangements, to enable the Company to perform its civil and statutory obligations in relation to Health &amp; Safety</li><li>• Ensure effective communication within your work team and across Swansea City whilst actively offering support and guidance as necessary.</li></ul> |
| <b>Person Specification</b>  |   |
| <ul style="list-style-type: none"><li>• At least one years' experience of direct and digital marketing. Ideally in a similar industry.</li><li>• Experience of Microsoft Dynamics and Sports Alliance is a big advantage.</li><li>• A strong background in customer engagement and retention strategies.</li><li>• The ability to work under deadline pressure, manage multiple projects and handle constant change.</li><li>• A good knowledge of Microsoft Office package is essential.</li><li>• Able to demonstrate the ability to convert marketing strategies into effective, results-oriented campaigns.</li><li>• Excellent knowledge of professional football is essential for this post.</li></ul> |   |

The closing date for this vacancy will be **5pm on Monday 18<sup>th</sup> January 2021.**

If you believe you have the right mix of skills for this position, please complete the Application Form available [here](#) or email [Jobs@swanseacity.com](mailto:Jobs@swanseacity.com) to request an application form.

**Please note CV's will not be accepted.**

Swansea City AFC strives to ensure it provides an environment where everyone's rights, dignity and individual worth is respected and takes a zero-tolerance approach to any form of discrimination. Equal Opportunity is an integral part of our recruitment and selection process, and we welcome applications from all individuals who feel they meet the core requirements of the role.

We are particularly encouraging applications from women, disabled people and Black, Asian and Minority Ethnic (BAME) individuals who are currently under-represented within the organisation.

All appointments will be made on merit of skill and experience relative to the role.

The Company is committed to safeguarding and promoting the welfare of children and young people involved in activities and event at the Company. As part of the Company's recruitment and selection process any offers of work involving working in regulated activity with children are subject to a satisfactory enhanced DBS Disclosure and barred list check (depending on the level of supervision, frequency, and nature of contact with children). Appropriate references are also required.

**Should an adequate number of applications be received prior to the closing date, Swansea City AFC reserve the right to remove this advert.**

**Due to a high demand in applications the Club will be unable to respond to those applicants who have not been shortlisted for interview**

