



## JOB DESCRIPTION: Digital Executive

<b>Department</b>	Commercial
<b>Report to</b>	Commercial Marketing Manager
<b>Salary</b>	£20,000.00 - £24,000.00 per annum
<b>Contract</b>	Full Time (40 hours)
<b>Direct Reports</b>	None
<b>Key Relationships</b>	Internal
	Commercial Department: <ul style="list-style-type: none"><li>• Marketing</li><li>• Media</li><li>• Graphic Design</li><li>• Retail &amp; Ticketing</li><li>• Sponsorship &amp; Hospitality</li></ul>
<b>Purpose of Role</b>	Manage and develop the club's digital assets, including the official club website and app, to ensure that they deliver an exceptional level of supporter engagement and strong commercial return.
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"><li>• Analyse engagement across all of our digital channels and drive the department KPI's</li><li>• Work in conjunction with the club's media department to help deliver successful social media campaigns for our sponsors and partners.</li><li>• Oversee the regular collation of key data, including insightful website analytics and user testing, to measure the impact of the club's digital activity.</li><li>• Create and deliver monthly reports for all digital channels to all company stakeholders, as well as bespoke reporting for our main sponsors and partners.</li><li>• Review new digital technologies and keep the club at the forefront of digital in football.</li><li>• Regularly evaluate supporter research, market conditions and competitor data, and implement new digital strategies as appropriate.</li><li>• Ensure that the club's digital assets are an effective part of the club's wider marketing and communication strategies.</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></ul>



	<ul style="list-style-type: none"><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><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>
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**Person Specification**

- At least one years' experience in a digital marketing/media role.
- A strong track record in leading the analysis of effective digital content across a range of digital channels and media;
- A comprehensive understanding of the digital industry, current trends and future developments;
- A thorough understanding of the sports industry and in particular football;
- In-depth knowledge of current digital technologies and anticipated future trends;
- Experienced in working with Google Analytics and website analytics platforms
- Excellent written and verbal communication skills, with the ability to present at board level;
- Excellent planning and organisational skills;
- Ability to work outside of normal office hours, including at weekends and evenings, if required;
- Ability to work under pressure and to tight deadlines;
- Highly driven and assertive;
- Working knowledge of content management systems and media channels;

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**