



JOB DESCRIPTION: Digital Marketing Assistant (Fixed Term Contract)

Department	Marketing
Report to	Head of Digital
Salary	£21,673.00 - £22,000.00 per annum
Benefits	<ul style="list-style-type: none"> • 2 Complimentary match tickets • 25 days holiday plus bank holidays • Discounted merchandise • Private Medical Insurance and Health Cash Plan
Contract	Fixed term contract, ending 31st March 2024.
Contract	<p>Full Time / 40 hours per week.</p> <p>Match Day working may be required.</p>
Direct Reports	None
Key Relationships	The role will require the individual to develop strong relationships with the internal Commercial Department as well as external digital and marketing companies.
Purpose of Role	To support the Head of Digital to manage and develop the club's digital assets. This includes the official club website, app and other digital channels to ensure that the club delivers an exceptional level of supporter engagement and strong commercial return.
Roles and Responsibilities	<ul style="list-style-type: none"> • Analyse engagement across all of our digital channels and drive the department KPIs • Work in conjunction with the club's media and commercial departments to help deliver successful digital campaigns for our sponsors and partners (including social media) • Plan and implement paid advertising campaigns on Meta, TikTok and Google. • Responsible for reviewing campaign results and creating relevant reports. • Ensure the clubs marketing materials are up to date across the Stadium and beyond, liaising with third parties to ensure content is relevant. • Manage marketing materials across digital screens in and around the Stadium. • Provide the marketing team with general support across regular retail/ticketing campaigns and launches. • Oversee the regular collation of key data, including insightful website analytics and user testing, to measure the impact of the club's digital activity. • Create and deliver monthly reports for all digital channels to all company stakeholders, as well as bespoke reporting for our main sponsors and partners. • Review new digital technologies and keep the club at the forefront of digital in football.



	<ul style="list-style-type: none">• Regularly evaluate supporter research, market conditions and competitor data, and implement new digital strategies as appropriate.• Ensure that the club's digital assets are an effective part of the club's wider marketing and communication strategies.
General	<ul style="list-style-type: none">• Follow all Club Policies, such as Equality & Diversity, Health & Safety, Safeguarding, Anti-Corruption & Bribery and GDPR.• 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.• 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.• 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 & Safety• Ensure effective communication within your work team and across Swansea City whilst actively offering support and guidance as necessary.
Person Specification	
<ul style="list-style-type: none">• At least one years' experience in a digital marketing/media role.• Previous experience 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 Friday 17th March 2023**

If you believe you have the right mix of skills for this position, please complete the Application Form available [here](#).

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 individuals from diverse ethnic communities 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.