



# CRYSTAL PALACE F.C.

**Job Position:** Marketing Campaign Executive

**Location:** Beak Street, London

**Hours:** 37.5 hours (plus some home matches at line manager's discretion)

**Contract length:** Six months (ends June 30<sup>th</sup> 2017)

## **ROLE SUMMARY**

Crystal Palace Football Club is looking to recruit a passionate and knowledgeable Marketing Campaign Executive to join our marketing team based at Beak Street, London.

This is a great opportunity to join an expanding team who are behind growing our fan base both domestically and internationally.

The candidate will report into the Marketing Manager, and will be responsible for helping to implement the Club's multi-channel communications strategy. The candidate will be responsible for the delivery of campaigns across the club, from ticketing and retail to club events.

The candidate must be able to work as part of a team, be proactive and committed, with the ability to develop good relationships across the business and manage internal stakeholders.

## **KEY RESPONSIBILITIES**

- Supporting the marketing team with campaign planning and execution
- Working closely with the in-house design and content teams to create compelling campaign material
- Executing through a variety of online channels including email, web, social, digital screens, match day programme and advertising boards
- Maximising potential of the owned CPFC marketing estate, ensuring all marketing campaigns are delivered to the highest standards, championing the CPFC South London and Proud brand
- Actively feeding back to the wider team to inform on campaign performance, using insights and learnings to improve future marketing campaign activity
- Compiling competitor research studies and observations from other industries to seek new initiatives and technologies
- Playing an active role in weekly departmental meetings

## **DESIRED SKILLS & EXPERIENCE**

- Writing clear and concise briefs for designers to produce marketing materials
- An ability to work in a fast-paced and constantly changing environment, and managing workload to suit
- Experience using email marketing software would be advantageous
- Experience working within sport would be beneficial, but not required

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