Job & Person Description

Job Title	Marketing Assistant
Department	Media & Marketing
Reports to	Marketing Manager
Responsible for	N/A
Salary	£21,000 per annum

Purpose of role

We're looking for someone confident, creative and committed to join the marketing team at Peterborough United.

Reporting directly into the Marketing Manager, you will support key campaigns throughout the season, whilst also managing the club's email marketing and soon-to-be launched loyalty scheme.

Accountabilities:
1. Deliver 'on brand' and timely marketing campaigns
2. Contribute to marketing creativity
3. Help mould our brand-new loyalty scheme and associated fan engagement strategies

Main Duties

Duties
- Assist the Marketing Manager in the delivery of the football club's day-to-day and long-term marketing and comms plan
- Help produce marketing collateral for print, digital and social platforms
- Supporting the management of the club's new supporter loyalty programme
- Delivery of email marketing campaigns for club ticketing, retail, hospitality and club partners
- Assist in the management of the club's official online store
- Provide matchday support to the in-house media, marketing and commercial teams and external media/ agencies
- Work closely and build relationships with key stakeholders both within the club and externally, including playing/coaching staff and agencies
- Produce regular reports for digital media channels and use/analyse data to develop and improve delivery
- Respond swiftly and appropriately to incoming supporter queries received via social media channels
- Ensure all internal and external material strictly complies with the football club's brand guidelines and editorial style guide
- Carry out additional duties as reasonably as requested and required

Other responsibilities

- Be available to travel to other sites outside of their region (if required)
- Be aware of the PUFC policies, procedures & best practise so that concerns of non-compliance can be raised
- Work within the company processes (People, Finance, Training, Estates and Marketing Team). Seek advice & guidance if required ensuring employees and processes work seamlessly together
- Always ensure GDPR and CQC compliance
- Attend meetings, training and professional updating as and when required
- To adhere to existing working practices, methods, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems.
- To maintain confidentiality and observe data protection and associated guidelines where appropriate.
- Support, guide and encourage staff in personal and professional development
- Self-assess and work on own personal and professional development
- Help new colleagues through induction process and complete all areas to the highest standard
- In addition to these responsibilities carry out such duties as may reasonably be required. The above duties are a guide to the nature of the work required & are not intended to reflect all tasks associated

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Person Specification

These are the attributes you need to be to be considered for this role. All criteria are essential unless stated as desirable only. **To be considered for working at Peterborough United we expect you to share and demonstrate Our Values. These are a key part to you getting the most out of work at Peterborough United Football Club.**

Experience & Qualifications
- Experience in using Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- Proficiency in Microsoft Office Software
- Experience in sharing content on social media and digital platforms
- Ability to meet the travel needs of the post which includes attendance at home matches

Skills and personal attributes
- High level of creativity and innovation
- Trustworthy, efficient, and reliable
- High level of confidentiality
- Ability to organise and plan ahead
- Ability to manage multiple priorities
- Excellent written and verbal communication skills
- Flexible approach to meet the nature and demands of the business
- Excellent timekeeper
- Possess a 'can-do attitude'