



Job & Person Description

Job Title	Retail & Commercial Marketing Executive
Department	Media & Marketing
Reports to	Head of Media & Marketing
Responsible for	-
Purpose of role	
The Retail & Commercial Marketing Executive is responsible for the ownership of marketing and e-commerce related platforms and the development of digital strategies to drive retail sales and commercial partnership engagement.	

Main Responsibilities

Duties

- Be responsible for the performance growth of e-Commerce related platforms operated by the football club, primarily the Posh Online Store with our DTC (Direct-to-Consumer) consumer brand.
- Work with the Club's Commercial team to deliver marketing activations for all our advertisers, sponsors and partners.
- Administer the Club's fan engagement product, Posh Rewards.
- Lead, plan and execute all weekly marketing campaigns for the club's retail department.
- Keep all e-Commerce related platforms up to date including but not limited to product ranges, product displays and promotions.
- Analyse data and generate reports to track e-commerce performance, identify trends and make data-driven recommendations for improvement.
- Monitor customer feedback, reviews, and ratings to identify areas of improvement and implement strategies for enhancing customer satisfaction and retention.
- Ensure all pricing, filters, attributes, and descriptions are up to date and in line with latest industry recommendations.
- Ensure all inventory imagery/video is up to date.
- Ensure all product ranges are marketed correctly via third party websites and applications.
- Manage third party acquisition sites including Google, Facebook, and Instagram for retail sales.
- Research and implement marketing campaigns across third party advertisers.
- Research competition and industry advances on a regular basis to ensure activity is industry leading and make recommendations for improvements on a continuous basis.
- Act as a Brand Ambassador for Peterborough United Football Club.

Other Duties

- Be aware of the Peterborough United Football Club policies, procedures & best practice so that concerns of non-compliance can be raised at all times e.g. Safeguarding, Inclusion, Diversity.
- Work within the company processes (HR, Finance, Operations, Commercial and Ticketing Teams). Seek advice & guidance if required ensuring employees and processes work seamlessly together.
- 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.
- Self-assess and work on own personal and professional development.

- To uphold the values of Peterborough United Football Club and not tolerate offensive, discriminatory or intimidating language or behaviour.
- To ensure Peterborough United Football Club provides a level playing field for all its fans, players and guests.
- Promote an inclusive environment within the club for colleagues, supporters and visitors, championing a zero-tolerance approach to bullying, harassment and victimisation within Peterborough United Football Club.
- Promote EFL and FA regulations and ensure compliance with these.
- Ensure Peterborough United Football Club upholds current legislation, in particular, in relation to equality, health and safety and safeguarding.

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 within the role.

Person Specification

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

Experience & Qualifications

- Digital Marketing qualification or proven (minimum 2 years) experience of managing digital marketing campaigns (essential).
- Experience of managing e-Commerce platforms in the retail space (essential).
- Good knowledge of social media platforms and how to render the best possible interactions on each different platform (essential)
- Ability to create campaigns from planning through to execution including creatives, copy and analytics (essential).
- Google AdWords qualification or experience of managing large scale campaigns (desirable).
- Experience of using Google Analytics for analysis and reporting purposes (desirable).
- Digital marketing experience in the professional football industry (desirable).
- A good level of knowledge or have a passion for football (desirable).
- A good working knowledge of the Jonas Retail Marketing platform (desirable).

Skills and Personal Attributes

- Creative mindset with the ability to take projects from conception to delivery.
- Strong analytical, insight development & reporting skills to help deliver year on year revenue growth.
- Naturally commercially driven to increase sales revenue.
- Ability to communicate across multiple stakeholders.
- High standard of organisational and project management skills.
- Ability to work to deadlines and prioritise work in a demanding environment.
- Proactive team player able to work individually and as part of a team.
- Ability to understand KPI's and stats to drive KPI improvements.
- Ability to build excellent working relationships with managers, colleagues and staff.
- Strong work ethic with a can-do attitude. Self-motivation to drive both personal & departmental goals.
- Excellent IT skills with ability to use MS Office suite, Adobe Creative Suite and digital marketing software.
- Accuracy and attention to detail including excellent written and verbal skills.
- Understands and embraces speed of response.
- Ability to own issues to resolution and ability to think outside of the box.
- Passionate about being a brand ambassador for Peterborough United Football Club.