



Job & Person Description

Job Title	Head of Media and Marketing
Department	Media and Marketing
Reports to	Chief Executive
Responsible for	Marketing Coordinator, Media and Content Officer, Club Photographer, Video producer
Purpose of role	
This role will be responsible for the creation, delivery and effectiveness of media and marketing campaigns across the Football Club, driving supporter engagement across all media and marketing channels.	

Main Responsibilities

- Develop a seasonal marketing strategy in line the with the Peterborough United brand and core values, concentrating on the following areas according to the standards and requirements of the Board of Directors- retail, ticketing, memberships, hospitality and in-stadium catering
- Ownership and delivery of a structured schools 'new fan initiative' and community engagement programme with clearly tracked return on investment
- Lead, manage, coach and inspire a small marketing team and carry out all required people management responsibilities
- Plan content and wider activations in advance in line with the communications and club strategy
- Organisation and delivery of match day marketing, fan engagement strategies and non-match day marketing events
- Accountable for ensuring that marketing campaigns are developed and delivered effectively on time and on budget
- Support the management of the club's new supporter loyalty programme
- Work with the wider team to improve the Posh match day experience
- Delivery of season ticket launch, continued focus of season ticket retention, benefits and attraction strategy
- Identifying new ways to increase size of the fanbase and customer database
- Ownership of Club's digital marketing activity including PPC, SEM, Display, Paid social
- Ownership of Club's outbound/traditional marketing activity including OOH, DM, POS & print
- Organisation of Club's editorial/content across local print magazines.
- Delivering the Club's CRM Activity
- Manage the Club's Fan Engagement programme working closely with the Club's supporter liaison officer to identify areas for improvements, fan feedback and improved communication between fan and Club
- Sponsorship activation - work with Club/EFL partners to market their products or services

Other responsibilities

- Be available to travel (when required) and attend home match days
- Be aware of the PUFC policies, procedures & best practise so that concerns of non-compliance can be raised at all times e.g. Safeguarding, Inclusion, Diversity
- Work within the club processes (Football, Academy, HR, finance, operations & ticketing etc).
- 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

- To maintain confidentiality, understand GDPR and associated guidelines at all times.
- To uphold the values of Peterborough United Football Club (PUFC) and not tolerate offensive, discriminatory or intimidating language or behaviour.
- To act as an ambassador/role model for PUFC
- To ensure PUFC 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 PUFC
- Demonstrate a commitment to PUFC's safeguarding policy.
- Promote EFL and FA regulations and ensure compliance with these.
- Ensure PUFC upholds current legislation, in particular, in relation to equality, health and safety and safeguarding.
- Be responsible for reporting any concerns to a senior colleague in relation to equality, health and safety and safeguarding immediately

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 be to be considered for this role. All criteria are essential unless stated as desirable only. To be considered for working at PUFC 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

- Previous demonstrable experience of leading a media and marketing function in a professional football environment (essential)
- In depth understanding of the game and supporter behaviour (essential)
- Experience of writing, managing and delivering integrated marketing campaigns utilising a full range of marketing tools and channels
- Experience of briefing a design studio and/or creative process execution
- Experience of leading and managing people
- Good understanding of the Adobe creative cloud (In particular Photoshop)

Skills and personal attributes

- Ability to articulate and influence key strategic decisions & build relationships
- High standard of organisational and project management skills
- Creative flair and confidence with a positive attitude
- Ability to work to deadlines and prioritise work in a demanding environment
- Strong analytical, insight development and reporting skills
- Proactive team player able to work individually and as part of a team
- Understanding KPI's and stats to drive KPI improvements
- High level of confidentiality, integrity and discretion
- Strong work ethic with a can-do attitude with drive and self-motivation
- Excellent IT skills with the ability to use MS Office suite and 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