

JOB DESCRIPTION



Job Title: Head of Marketing	
Department: Marketing	Effective Date: ASAP
Location: BetWright Stadium	Reports to: Head of Media & Communications

JOB OVERVIEW

Leyton Orient Football Club is looking for a 'Head of Marketing' to lead its Marketing department and work closely with its Media & Communications department. The successful candidate will play a central role in shaping the club's brand presence, driving revenue and engaging with supporters to ensure the club achieves its business objectives. The Head of Marketing will also shape a longer-term strategy to grow the club's fanbase, with a particular focus on attracting families and young professionals who are new to the local area to Leyton Orient. The role requires a strategic thinker with strong leadership qualities, excellent project management skills and the ability to translate club-wide objectives into creative, data-driven marketing initiatives. The Head of Marketing will serve as a key connector across all club departments and will be required to work on-site at all men's first-team home fixtures.

KEY RESPONSIBILITIES

- Develop and deliver the club's annual marketing strategy, aligning with commercial, ticketing, retail, fan engagement and brand objectives
- Develop and deliver a long-term marketing strategy, giving focus to growing the club's supporter base and attracting more local people to the football club
- Lead large-scale campaigns (e.g. Season Cards, Memberships, kit launches) from planning through to implementation and effectively communicate your strategic approaches internally
- Analyse the impact of club marketing campaigns and behaviours of supporters; identify and introduce methods to increase supporter engagement and spend with the club
- Oversee the development, management and optimisation of the club's CRM system, ensuring accurate, timely and complete supporter data across ticketing, retail, hospitality, membership and loyalty channels
- Ensure GDPR compliance by managing consent, permissions and communication preferences across all audience groups
- Build and schedule email campaigns including newsletters, retail promotions, matchday information, season card updates, commercial offers and loyalty scheme promotions
- Strategically segment email audiences to ensure supporters receive the most impactful messaging possible and a more personalised experience where possible
- Lead the strategic development, growth and daily management of the O's Cash loyalty scheme, ensuring it delivers added value for supporters and drives increased engagement, attendance and spending across the club
- Work collaboratively with the club's Commercial department to ensure Leyton Orient brand exposure on commercial-focused assets, including the matchday programme, stadium TVs and LED digiBOARDS
- Maintain a live priority list of requirements for the club's in-house Designer, ensuring design briefs and deadlines are met

- Provide creative content suggestions to the Media & Communications department that will translate into effective marketing messages
- Provide internal stakeholders, particularly senior management, with regular and formal updates on the success/learnings to be taken from previous campaigns and initiatives, and strategies of future campaigns, in line with department KPIs
- Give focus to non-digital marketing where appropriate, including posters, leaflets, signage, mail drops and others
- Manage the marketing budget and make data-driven decisions when allotting its spend towards external resource and paid advertising, including on social media channels
- Ensure updated Brand Guidelines are produced and circulated ahead of the new season
- To form part of the club's fan engagement team on home matchdays
- To research opportunities for growth and promotion
- To work in collaboration with internal stakeholders and managers
- The successful candidate will have a can-do attitude and will be expected to assist colleagues with other ad-hoc tasks from time to time

MAIN JOB REQUIREMENTS AND PERSON SPECIFICATION

Education/Qualifications/Training:

- Educated to degree level or equivalent in marketing, preferably with a focus on sport
- Full driving licence is preferred

Specific Experience:

- Proven experience in a senior marketing position, ideally within professional sport
- A track record of engaging effectively with audiences and converting attention into revenue generation - including ticketing, retail and hospitality sales
- The ability to effectively segment audiences and target specific groups with high-quality marketing messages
- Experience in building and leading a small and high-performing team, and the ability to allocate tasks effectively to ensure best use of time across the department
- Experience in brand building and implementing brand consistency across an organisation
- Strong stakeholder and partner management skills, with the confidence to collaborate effectively with agencies, creatives and internal stakeholders
- Excellent project management and campaign tracking skills, with a focus on using data to inform decisions and measure impact
- Experience in working within professional sport
- Experience of using graphic design software; Adobe Photoshop is preferred
- Experience of working alongside freelance and agency staff

Abilities/Skills/Knowledge/Requirements:

- A passion for marketing who takes pride in achieving targeted objectives
- A creative thinker who can convert ideas into effective marketing messages
- A strong understanding of English football and, particularly, EFL football
- A passion for football, paired with a strong understanding of EFL fan culture, and the ever-evolving

sports media landscape

- Excellent written and verbal communication skills
- Outgoing and confident in meeting people
- Presentable
- Happy to work in a fast-paced environment
- Excellent attention to detail
- Ability to manage multiple deadlines and prioritise accordingly
- Ability to adhere to and carry out the club's safeguarding best practices and procedures

Additional Information:

- This is a full-time role that includes work on weekends and evenings;
- Applicants must be eligible to live and work in the UK;
- Leyton Orient Football Club is committed to following relevant health & safety regulations and all members of staff are expected to be fully aware and adhere to, at all times, the Club's H&S and fire safety procedures;
- Leyton Orient Football Club is fully committed to safeguarding and promoting the welfare of children, young people and adults at risk and expect all staff to share this commitment;
- The club is committed to the principle of equal opportunity and its policies for recruitment, selection, training, development and promotion are designed to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment.