



Job Title	Marketing Manager
Line Manager	Head of Marketing & Commercial
Line Manager Duties	Yes
Key Responsibilities	Responsible for the creation, development and management of marketing campaigns for Hull City to drive revenue growth, partnership activation and sustained high levels of fan engagement. To ensure that as a front facing member of the team that the department is supported to run in an efficient and positive manner.
General Tasks	• Lead the execution and lifecycle of key marketing initiatives/campaigns, which covers all activities, events and departments, whilst ensuring seamless delivery and associated reporting. • Line manage one marketing executive's day-to-day output across data, digital marketing relationships, and fan engagement initiatives. • Oversee delivery of marketing related graphic design and content requirements. • Manage the CRM system and analyse areas of data weakness for improvement. • Use fan segmentation models and data insight to develop a tailored communications approach to the CRM database and wider marketing efforts. • Actively collaborate and support the commercial, retail, events and ticketing departments to integrate marketing outputs into annual overarching strategies while ensuring consistent experiences to fans across all touch points. • Work with the Head of Marketing & Commercial to develop pricing strategies, product mixes and campaigns specifically targeted at maximising hospitality sales. • Work closely with Supporter Services team to drive and champion Fan Engagement Strategy. • Maintain an up-to-date knowledge of marketing, branding and communication best practice, especially where relevant to sport and ensure that this knowledge and expertise is effectively deployed. • Undertake ad hoc project work or other occasional duties as required by the Head of Marketing & Commercial and Chief Operating Officer. • In-depth understanding of audience insight metrics and their application in evolving marketing campaigns.
Competencies	• Understanding of a constantly changing culture/demand • Ability to provide unique marketing styles and innovation to new and existing campaigns. • Can execute, optimise and analyse performance of paid social channels • Able to store and locate information in an organised manner. • Proficient using CMS, customer data platform and cross-channel marketing platforms. • Ability to work as part of a team and on own initiative • Excellent interpersonal skills • Able to communicate effectively at all levels • Dedicated to self-improvement and personal development • Willing to follow and promote the Clubs goals and vision

	Represent Hull City in a professional manner at all times.	
Qualifications	Essential	Desirable
Good standard of general education	x	
Experience		
Previous experience of working within managing marketing outputs.	x	
Previous experience of working within an elite sports environment.		X
Demonstrated success of working in a commercially-focused organisation and executing commercially successful marketing content campaigns.	X	

General Information	The Employee must at all times carry out their responsibilities with due regard to the Hull City Tigers Ltd's policies and procedures in particular Safeguarding Children and Adults at Risk Policy, Health & Safety, Financial Authorisation, Confidentiality and with regard to the Data Protection Act 2018. Some posts may require the employee to undertake an enhanced disclosure check by the Disclosure and Barring Service. The Employee must act to protect all young people and vulnerable adults that are in their care or attending the Company's premises. The Employee must report any misconduct or suspected misconduct to the Head of Safeguarding. The Employee must ensure a positive commitment towards equality, diversity and inclusion by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relations amongst employees and customers. The above Job Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of the Club.
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JOB DESCRIPTION AGREEMENT I can confirm that I have read, understand and agree with the job description and that I will adhere to it at all times to the best of my ability.		
Employee's Name:	Employee's Signature:	Date:
Line Managers Name:	Line Managers Signature:	Date: