



**WELLINGTON PHOENIX FOOTBALL CLUB  
POSITION DESCRIPTION**

<b>Business/Function:</b>	<b>Marketing</b>	<b>Location: Wellington</b>
<b>Role:</b>	<b>Marketing Executive</b>	<b>Incumbent: Nil</b>

<b>Purpose:</b>	<p>The Marketing Executive is responsible for executing the Club’s marketing strategy as per the marketing plan to drive membership, attendance, viewership and growth within the brand profile. The Marketing Executive role focuses on successful execution within traditional marketing channels, social media and community engagement both in the lead up to, and on match days and key events.</p> <p>The role encompasses both A-Leagues Men and A-Leagues Women teams, as well as assistance with the Academy communications and engagement programme as required.</p>
<b>Reports To:</b>	Head of Brand & Marketing, Head of Media
<b>Direct Reports:</b>	Nil

<b>Responsibilities:</b>	<p><b>Brand &amp; Fan Engagement</b></p> <ul style="list-style-type: none"> <li>• Work with Head of Brand &amp; Marketing, Head of Media and wider customer and communications unit to further evolve and execute the club’s overall brand and marketing strategy to meet the club’s average attendance and financial targets.</li> <li>• Work to ensure the marketing plan and planned activity is executed to high standards in a timely fashion with a focus on match day and event campaigns across owned, earned and paid channels including, but not limited to eDM, social, digital, and above the line channels.</li> <li>• Manage the club’s brand with consistency across all publications and online community including Web, social media and digital channels</li> <li>• Engage and connect in the digital space with fans on the club’s digital and social media channels, including, but not limited to, YouTube, Facebook, Instagram, LinkedIn, X and TikTok.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Lead and manage the fan engagement strategy executed across digital channels, in the community and within the club setting.</li> <li>• Oversee and manage the social content creation process and projects with internal teams, club partners and external agencies including assisting with ideation, planning, execution, publishing or scheduling, analytics and reporting.</li> <li>• Build the club's brand and nurture media, community, fans, members and followers.</li> </ul> <p><b>Marketing Execution</b></p> <ul style="list-style-type: none"> <li>• Work with all areas to create, manage and execute an annual marketing event calendar</li> <li>• Plan marketing and branding objectives</li> <li>• Assist with design print ads and publications.</li> <li>• Development, production &amp; maintenance of a full suite of marketing materials to support the needs of each customer segment.</li> <li>• Identify and plan new ways to engage with fans both in the community, and in the digital space.</li> <li>• Identify, target and engage with key contacts and communities to drive brand impact and success.</li> <li>• Support the Community and Culture Officer in execution of the community programme including player appearances, strategic visits to partner clubs, schools and organisations and adhoc promotion, as needed.</li> <li>• Monitor customer trends in social media and digital spaces to create regular reports for the wider unit.</li> <li>• Create ongoing acquisition programs across all channels that lead to growth and channel engagement.</li> <li>• Champion continued innovation in evolving formats most effective at engaging our target customer.</li> <li>• Identify and engage social influencers and content-creators to drive brand perceptions and impact.</li> <li>• Set measures for success, analyse and adjust strategy and efforts as needed.</li> </ul> <p><b>Match day Engagement</b></p> <ul style="list-style-type: none"> <li>• Lead and manage match day communications across a variety of channels from promotion of events, to key event information to in-game updates.</li> <li>• Engage and connect in the digital space with fans in the lead up to and during events to drive good engagement measure including, but not limited to, impressions, engagements, followers, views and clicks.</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>• Nurture and support the Membership program with communications and material to drive loyalty and acquisition.</li> <li>• Assist in developing membership communication protocols to ensure members are kept up to date on the club.</li> </ul>
<p><b>2024/25 Club KPIs:</b></p>	<ul style="list-style-type: none"> <li>• Average home attendance for ALM: 10k</li> <li>• Average home attendance (Christchurch): 20k</li> <li>• Average Sky viewership: 10% growth YoY</li> <li>• Members: 2,500 paid members</li> <li>• Social media metrics: 10% growth across all other platforms.</li> </ul>

<b>Key Relationships:</b>	<p><b>Internal:</b> Head of Brand &amp; Marketing, Head of Media, Marketing Executive, Memberships &amp; Ticketing Manager, Media Executive, General Manager, Head of Commercial, Partnerships Manager, Commercial Executive, Digital Media Executive, Commercial, Marketing, General Manager, Events Manager, Head of Football Operations and other football staff, Head Coach, playing group.</p> <p><b>External:</b> Commercial partners, other A-League clubs, other sports codes, key suppliers, stadium staff, fans and members.</p>
<b>Key Competencies:</b>	<ul style="list-style-type: none"> <li>• Strong understanding of existing and emerging marketing trends especially in social and digital media with a focus on opportunities to monetise.</li> <li>• Solid understanding of marketing strategy &amp; trends in sports industry.</li> <li>• Excellent presentation and communication skills</li> <li>• Focus and thoroughness with an attention to detail</li> <li>• Professionalism and cordiality with strong interpersonal skills</li> <li>• Possess strong time management skills with ability to focus and manage multiple projects with shifting priorities.</li> <li>• Possess strong problem solving, good judgement and analytical skills</li> <li>• Experience acting as a social media thought leader influencing affinity groups.</li> <li>• Expert in social media monitoring and analytic tools, and experienced in executing and managing social strategies.</li> <li>• Excellent storyteller – outstanding writing and proof-reading skills – and solid understanding of translating brand personality into assets, copy, and design.</li> <li>• Provide leadership to the wider organisation in delivering excellent customer service as well as a strong focus on future proof solutions, effectiveness and execution reflecting club values.</li> <li>• Willingness to champion and drive a culture of continuous improvement throughout the organisation and act as an ambassador for, and promote the best interests of the Club at all times</li> </ul>

**Agreed By:**

Incumbent:

Date: \_\_\_\_\_

General Manager

David Dome

Date: September 2024

