

MARKETING AND MEMBERSHIP MANAGER

Location: UK (remote / home based)

Deadline: 11:59pm, Thursday 20 October 2022

Position: Full-time, 5 days per week

Salary: Available on request

Women in Football is recruiting for a Marketing and Membership Manager

Our vision is a football industry where everyone can thrive and reach their full potential

Our purpose is to be the leading global organisation driving gender equality and inclusion in football. We do this by partnering and supporting the football industry with insight and expertise to create a stronger, brighter and more diverse future for football. While others champion the need for change, Women in Football are the ones driving it.

Our rapidly growing community of over 6,000 women, men and non-binary people working in and around the football industry is our superpower. It's this diverse and inspiring community, that supports and champions their peers, that gives us a hopeful glimpse into the future of a more diverse football industry.

Purpose of the role

The Marketing and Membership Manager will be responsible for three key areas:

1. The creation and implementation of our marketing and communications campaigns
2. Develop a strategy and activity for an active and engaged community
3. Develop campaigns and activity to grow our individual membership community

Our marcomms campaigns are key to promoting WIF, our events and services, celebrating our members, challenging discrimination and driving positive change within the industry.

We are a not-for-profit organisation and revenue generation is critical in funding the vital work we do. In order to achieve this, we must ensure the industry is aware of the value, benefit and impact we have on football and that our marketing activities promote the revenue generating programmes i.e leadership and development programmes that help and support those involved in the industry.

We have great ambitions for the growth of our membership community (individual and corporate) in order to reach and support more women in football. A growing membership also helps to demonstrate why we exist and attracts new partners and supporters of our commitment to deliver gender equality in the game.

JOB DESCRIPTION



Core role and responsibilities

The role will comprise of the following activities:

Support on the development and execution of our marketing strategy to deliver on WIF's strategic goals

Membership

- Develop and implement a membership strategy to ensure member representation and voice
- Evaluate member benefits and make recommendations to ensure we continually evolve and improve our service offering
- Review and define WIF member categories to help grow the membership and support targeted comms
- Manage and maintain WIF CRM platform ensuring we have relevant, useful and up-to-date data for our members
- Work with the Senior Commercial Manager to explore commercial opportunities re: WIF membership

Marketing

- Brand guardianship, maintaining strong and consistent WIF brand presence across our channels, network and the industry, ensuring co-marketing activity is aligned to our guidelines and values
- Work with our CEO, Head of Marketing and Communications and Communications Manager to contribute to and help deliver the content strategy across WIF channels, driving member growth and industry engagement
- Create, plan, coordinate and execute integrated creative, inspiring and engaging brand campaigns and identify opportunities to leverage partner relationships to benefit our goals
- Manage agencies and create briefs to bring pioneering and change making campaigns to life
- Support on the production and delivery of creative assets and content where required

General

- Build relationships and work cross functionally within the football industry alongside relevant stakeholders
- Responsibility for efficient use of the marketing and membership budget
- Campaign analysis and reporting
- Oversee and manage partner relationships (where appropriate) and delivery of contractual rights
- Represent WIF at external events as required

The ideal candidate will be or have:

- 3+ years experience in marketing, brand management, brand partnerships, communications and / or sponsorship
- Excellent verbal and written communication skills (native English level or equivalent), with the ability to influence stakeholders and build strong working relationships
- A good understanding and track record of developing and overseeing brand marketing campaigns



JOB DESCRIPTION



- An interest in, good awareness of and effective use of digital / social channels
- Experience working with CRM programmes and managing data
- Good understanding of Data Protection and GDPR Laws
- Competent in standard Microsoft programmes (Word, Excel, Powerpoint)
- Strong presentation skills in order to articulate the WIF story and our ambition for the industry
- High attention to detail and a good design eye
- Self-motivated and calm under pressure
- Able to adapt to change and a desire to learn and progress
- Sound knowledge of the football landscape
- Strong team ethic and collaborative nature – confident managing multiple stakeholders

How to apply

Please send your CV and cover letter to info@womeninfootball.co.uk by 11:59pm, Thursday, 20 October 2022. Please title your email Marketing and Membership Manager. Please include links to any relevant campaigns or marketing activities you have managed or been involved in within your CV or cover letter.

Shortlisted candidates will be invited to an online video interview and may be asked to prepare a presentation or complete a short task as part of the interview process. The interview for this role is scheduled to take place w/c 7 November 2022. Candidates are asked to make themselves available. You will report to the Head of Marketing and Communications.

You'll be UK based and able to work in the UK. We are unable to sponsor visas.

This is a full-time job and you'll work from home. We have always been a successful remote-working team, even before the pandemic - and despite distance we are a small and tightly-knit team. You'll report to the Head of Marketing and Communications.

Diversity, equality and inclusion are in WIF's DNA and our commitment to them is what drives us. We celebrate multiple approaches and multiple points of view, and everyone is welcome. If you work with us, you'll be empowered to bring your whole, authentic self to work - to be you. We know that this is how you will thrive, and that if you thrive, WIF will thrive.

We want our workplace to look like the communities we serve. We welcome applications from all backgrounds and especially encourage applications from people whose ethnicity is underrepresented in the football workforce, people who identify as LGBTQi+, disabled people, people of faith, men, and people who have experienced exclusion or marginalisation.

We want this recruitment process to be as accessible as possible, but know that there might be more that we can do, particularly if you have experienced exclusion, disadvantage or discrimination, or if you have particular accessibility needs. We would be happy to provide any reasonable adjustments that you may require - please get in touch with us, and we can think together about how to make this process easier for you.

