

Match Promotion/Marketing Officer for FA WSL1 Clubs : Key Responsibilities

Background

With the 2013 season nearly underway, women's football has never been in a healthier position. The new women's football strategy, launched by The FA in 2012 sees more investment than ever before in the sport and exciting prospects for the next 5 years: The FA WSL2 launches in 2014, a new women's commercial programme is being developed to bring new partners into the game and a new elite performance unit will strengthen our national teams.

Investment at FA and club level in dedicated personnel, marketing and supporting infrastructure is geared to further increase match-day attendance, awareness of the league and player profile.

The Match Promotion/Marketing Officer is a recently created role for all clubs participating in The FA WSL1 . The role will report in to the General Manager and the officer will be required to attend monthly meetings at Wembley Stadium with The FA WSL national marketing team and other club officers.

NB For FA WSL2 clubs, whilst clubs are not required to have a dedicated officer working in this area, funding is available to contribute towards relevant work and services. We recommend FA WSL2 clubs consider combining the General Manager and Marketing responsibilities and funding available to create one meaningful paid role. This is more fully explained in the General Manager document.

Key

Responsibilities

The successful candidate will be responsible for increasing attendances at home matches, creating fun and appealing match-day experiences for local fans and families in order to create long-term, loyal fans of the club. A noisy, busy stadium with atmosphere is critical for strong broadcast coverage of all league fixtures.

Responsibilities will include:

- Introducing fan-based programmes, events and initiatives to appeal to league supporters of all ages and encourage their attendance at matches;
- Overseeing player appearances to drive awareness of the club locally and nationally;
- Supporting the Digital Ambassador – one player in the club who holds this position – in their work plans and their efforts to engage with fans online;
- Implementing FA national marketing campaigns at a local level to increase awareness and attendance at home games. Work with The FA national marketing team to deliver joint objectives and attend monthly marketing meetings at Wembley Stadium;
- Responsibility for creating and implementing exciting and engaging match-day experiences for fans. This could include pre-match and half-time entertainment, competitions for fans, unique experiences and fan research;
- Research with fans to understand insights and motivations for attending games. Use of these insights to further drive supporters of the club with marketing activity;
- Applications for central FA marketing funding and delivery of relevant initiatives to enable your club to carry out innovative and successful marketing campaigns;

- Attending all home games for the club (on evenings and weekends) in order to oversee the match-day experiences for fans and gauge fan reaction;
- Working a minimum of 20 hours per week in FA WSL1 clubs.

Person specification – essential

- An interest in women's football and enthusiastic about developing women's football at this exciting time;
- At least two years marketing experience and/or relevant marketing qualifications such as degree and/or CIM;
- Able to work on own initiative;
- Confident communicator;
- Comfortable using all digital platforms with working knowledge of social media;
- Capable of working effectively within strict deadlines and a fast paced environment;
- Available to work evenings and weekends at all home matches.