

## **Exceptional | Edge | Energising**

At Lincoln City Football Club, we believe that people make the difference and accordingly, we don't just look for the usual job requirements. As well as being experts in their technical areas, all of our team members demonstrate and work towards a clear set of traits which differentiate us from the norm.

As a Digital Communications Executive you will be required to demonstrate behaviours reflecting the following traits, which we have termed the 3Es: Exceptional, Edge and Energising.

### **Exceptional**

- **Forward thinking**

- You will think ahead and prepare for future tasks and opportunities;
- You will seek and provide new ideas and solutions to overcome challenges.

### **Edge**

- **Streetwise**

- You will work smart and demonstrates the know-how to win;
- You will develop key relationships and networks effectively.

### **Energising**

- **Finds a way**

- You deliver results, within a team;
- You develop and implement strategies to achieve positive outcomes.

<b>JOB TITLE:</b>	Marketing executive
<b>DIRECTORATE:</b>	Sales
<b>REPORTS TO:</b>	Senior communications manager
<b>RESPONSIBLE FOR:</b>	N/A
<b>LOCATION:</b>	LNER Stadium
<b>HOURS:</b>	40 per week
<b>MATCHDAY WORKING:</b>	HOME <input checked="" type="checkbox"/> AWAY <input type="checkbox"/> BOTH <input type="checkbox"/>
<b>DATE:</b>	ASAP
<b>DBS Check:</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

### Job purpose

Lincoln City Football Club is looking for a dynamic and forward-thinking marketing executive to join our team. The ideal candidate will have a keen interest in leveraging technology, innovation, and sustainability to enhance our marketing efforts.

This role involves managing both paid and organic social media strategies, driving marketing campaigns that align with our brand values, and collaborating closely with the Lincoln City Foundation to promote community initiatives.

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### Application process

To be considered for this position, please complete the relevant form on the EFL website, ensuring all questions are answered. The deadline for applications is 5pm on Wednesday 2 October 2024.

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### Key Responsibilities

- Develop and execute campaigns that align with the club's focus on technology, innovation, and sustainability. Collaborate with the Lincoln City Foundation to promote community initiatives and events.
- Manage both paid and organic strategies across social media platforms. Create and schedule engaging content across the club and Foundation's social media channels, website and CRM systems, monitor trends, and adapt strategies to maximise engagement.
- Produce innovative, high-quality multimedia content, focusing on creativity and storytelling through emerging technologies.
- Promote sustainable practices in marketing campaigns and drive community involvement through partnerships with local organisations.

- Use analytics tools to measure and improve campaign effectiveness, refining strategies based on fan engagement data.
  - Work closely with internal teams and stakeholders to ensure cohesive messaging and strategic alignment across all marketing efforts.
  - Assist in managing and coordinating the club's mascot and matchday experiences.
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### **General responsibilities**

- Carry out duties in accordance with all relevant company policies, including, but not limited to, the Code of Conduct, Equality, Diversity and Inclusion Policy, Health and Safety Policy, Safeguarding Policy and Social Media Policy;
- To safeguard and promote the welfare of all children, young people and adults at risk;
- To be vigilant and support all safety and security operations;
- Act always with utmost good faith to the Club, Foundation and the Company;
- Devote full attention and ability to fulfilment of the duties required by the role;
- Other duties as reasonably requested by a member of the senior management staff;
- To work closely with partnership organisations, to maintain good relationships and collaborative working practices;
- To work with colleagues throughout Lincoln City Football Club & Foundation to extend knowledge and skills in order to identify and develop best practice;
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners;
- Carry out general office duties including data recording, filing, photocopying, sending and receiving emails;
- Active participation on continuing professional development and the appraisal process;
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job;
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements;
- Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner always;
- To cover as and when required at other departments within Lincoln City Football Club & Foundation;
- To recognise commercial opportunities across all products within Lincoln City Football Club & Foundation;
- Promote the brand identity and increase Lincoln City fanbase throughout;
- To support the Lincoln City Football Club green energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency; and
- Any other duties commensurate with the grade and falling within the scope of the post, as requested by the Chief Executive.

The above-mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Lincoln City Football Club & Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.

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### **Key relationships**

- Senior communications manager

- Lincoln City Foundation staff
- Head of digital
- Chief growth and innovation officer
- Director of sales
- Communications assistants
- Club photographers

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### Scope of job

- Lead the creation and execution of marketing campaigns focused on technology, innovation, and sustainability.
- Manage paid and organic social media strategies to drive engagement and growth.
- Create and schedule engaging multimedia content for social media and digital platforms.
- Collaborate with the Lincoln City Foundation to promote community events and initiatives.
- Champion sustainable marketing practices in all campaigns.
- Build partnerships with local organisations to support community involvement.
- Track and analyse campaign performance using data insights and analytics tools.
- Refine marketing strategies based on fan engagement data.
- Work closely with internal teams to ensure cohesive messaging across all platforms.
- Assist in managing and co-ordinating the club's mascot and matchday experiences.

## Person specification

### Job Title: Marketing executive

#### KNOWLEDGE

*The level and breadth of knowledge to do the job, eg. understanding of a defined system, method or procedure, legal or regulatory frameworks etc*

##### Essential

- Strong understanding of social media management, both paid and organic strategies.
- Expertise in digital marketing tools such as content management systems (CMS), social media management platforms, and analytics software.
- Knowledge of multimedia content creation, including video production, graphic design, and audio content.
- Familiarity with sustainable marketing practices and their application in campaigns.
- Proficiency in data analytics and performance tracking to optimise marketing strategies.
- Understanding of storytelling and creative content development for diverse audiences.
- Awareness of current digital marketing trends and best practices.
- Experience in collaborating with community organisations.
- Knowledge of project management principles and ability to handle multiple campaigns simultaneously.

#### TECHNICAL/WORK-BASED SKILLS

*Skills specific to the job, eg. computer competency, typing skills, coaching skills etc*

##### Essential

- Strong attention to detail.
- Strong organisation skills.
- Positive attitude towards challenging tasks.
- Able to solve problems independently.
- Team player and ability to meet deadlines under pressure.
- Learning mentality, looking to constantly improve and pick up new skills/attributes.
- Promote, adhere to and implement the club's equality policy and to work consistently to embed equality and diversity within the club.

#### GENERAL SKILLS AND ATTRIBUTES

*More general characteristics, eg. flexibility, communication skills, team working etc*

##### Essential

- Bachelor's degree in marketing, communications, journalism, or a related field.
- Must hold a valid UK driving licence
- Creative thinker with a proactive approach to problem-solving.
- Strong interpersonal and communication skills.
- Ability to work under pressure and meet tight deadlines.
- Enthusiastic team player with a collaborative mindset.
- Excellent organisational and project management skills.
- Ability to work flexible hours, including evenings and weekends, as required.

Desirable

- Passion for football and knowledge of Lincoln City Football Club is desirable but not essential.

**EXPERIENCE**

*Proven record of experience in a particular field, profession or specialism*

Essential

- Digital content creation
- Digital marketing campaigns
- Community engagement
- Analytics and performance tracking
- Event and campaign planning
- Familiarity with social media and website content management systems
- Emerging trends and innovation
- Technical skills
- Creative collaboration

Desirable

- Public relations and media engagement
- Sports industry experience