



EFDN

European
Football for
Development
Network

Job Description

Post Title: EFDN Marketing & Communications Manager

Rate of Pay: Full time / 40 Hours

Accountable to: Operation Manager

Purpose

Development, planning, management and successful implementation of integrated marketing and communication campaigns. Manage communications, data, online, digital media, partners, customer and events to support the delivery operations and objectives of EFDN.

Key Responsibilities

- Manage the EFDN's day-to-day relationship with marketing & communication objectives, ensuring delivery of all marketing/brand activity on time, on budget and on plan.
- Primary day-to-day contact for key stakeholders, both internal and external, on all marketing & communication objectives and brand related activity.
- Responsible for the creation and delivery of marketing campaigns for EFDN programmes and events, such as annual Conferences, Youth & Staff Exchanges & Pan European Projects.
- In collaboration with Partnerships & Delivery Operations - responsible for the delivery of EFDN Online Learning Platform, ensuring the provision of a valuable online learning platform for key stakeholders & EFDN Members.
- In collaboration with EFDN CEO – support and inform the commercial partnership strategy.
- Closely engage with the EFDN Project Managers function to inform marketing/brand activity and help deliver insight based upon key stakeholder attitudes, interests, opinions and behaviour.
- Identify trends and insights, evaluate emerging technologies, provide thought leadership and optimise performance of EFDN marketing & communications operations.
- Manage and deploy updates on websites.
- Manage and develop advertising campaigns.
- Manage events/exhibitions/networking events – including round table discussions, seminars and conferences.
- Manage the annual marketing budget.
- Generate content for the website, newsletters, presentations and any adhoc material needed.
- Manage third party agencies.
- Develop company web, social media and digital activity.
- Manage and distribute email marketing campaigns.
- Prepare scripts for and participate in the production of videos for publication.



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Profile

- A team player who is proactive and self-motivated with a strong work ethic and a 'can do' attitude
- Is able to work effectively and confidently with multiple senior stakeholders and can build a team as the company grows.
- Is able to work independently to develop ideas and projects without supervision, as well as being effective as part of a team.
- Possess strong communication skills - ability to negotiate with suppliers, and maintain professional internal and external relationships.
- Have experience of using CRM software, WordPress and online mailing systems.

Experience

- Proven experience of international consumer communications (traditional and digital).
- Comprehensive experience of working in a sporting environment, preferably with experience of working within CSR landscape.
- Broad expertise managing end-to-end creative consumer campaigns from development and planning through to delivery.
- A strong track-record of driving creative campaigns across diverse media.
- Possess the ability to think strategically whilst demonstrating initiative and pro activity to develop creative ideas and PR opportunities.
- Experience of developing and implementing a sports media strategy.
- Able to manage internal and external stakeholders.
- Good commercial awareness and budget management skills.
- Experience of managing an international press-office
- A proven track record of team management including coaching, goal setting, mentoring and motivating at both local and international level
- Ability to manage multiple stakeholders across time zones, borders and cultures, securing their support on programmes, budgets etc.
- Ability to build relationship with media and key stakeholders.
- Experience and understanding of digital products and platforms.

Application

Please send your CV and Cover Letter to CEO Hubert Rovers by sending an email to jobs@efdn.org

This document is a guide only. The employee must undertake any other duties as may be reasonably assigned by the Operations Manager.