

# Position Description: Marketing Officer

**100%**

## MARKETING OFFICER

Reporting to: Head of Marketing

### ABOUT ECA

ECA is the sole independent body directly representing football clubs at European level. With a current membership base moving towards 500 professional football clubs from across the continent, with plans to increase this membership base further over the coming years, ECA is the representative voice of European club football on the international football landscape.

Working closely with football's governing bodies (particularly UEFA and FIFA), competition organisers and other professional football stakeholders, ECA's core purpose is to place clubs at the 'Heart of Football'.

ECA is continually strengthening its administration to ensure it enhances the value of its activities and services for Member Clubs. A rapidly growing administration team of over 35 people works closely with ECA's Members, Executive Board, Working Groups, Panels, Task Forces, Committees, and other internal and external bodies. ECA is on a mission of organisational development, targeting a performance-driven culture and delivering high impact outcomes for our colleagues and our members.

Equity, diversity and inclusion are core values at ECA. We are committed to building and maintaining an inclusive, equitable and sustainable working and learning environment for all staff and members.

### POSITION MISSION AND PROFILE

In this newly created full-time position, the Marketing Officer will assist the administration in delivery of the ECA Marketing strategy and projects across the entire organization. The role will encompass a variety of marketing functions, including but not limited to branding, project management and general administration, digital communications, social media campaigns and analytics, content creation, campaign management, in line with ECA's objectives and values.

The ideal candidate for this role will be a highly motivated and enthusiastic individual, with excellent project management skills and a creative mind, utilising data-driven insights to create and implement marketing plans. A team player working in close cooperation with the Marketing and Communications Department and all other Departments across the administration.

This role provides a unique opportunity to learn about the fascinating European club football landscape and the challenges and opportunities that are generated through the evolution of the game.

The role is based at ECA's offices in Nyon, Switzerland with frequent travel to member clubs across Europe and other business engagements as required.

### CORE RESPONSIBILITIES

Reporting to the Head of Marketing, and working in close collaboration with the rest of the ECA team, the Marketing Officer's responsibilities will include:

- Providing assistance in the day-to-day operations of the Marketing Unit.
- Supporting and coordinating the planning and execution of marketing activities and events (including campaigns, product launches, events, etc).

- Undertaking general administrative tasks, such as detailed notetaking, management of suppliers, follow-up on action points, content preparation for proposals, presentations, meetings, and travel arrangements.
- Supporting the Head of Marketing in the development and implementation of marketing strategies and related projects.
- Creating engaging and persuasive content for a variety of marketing materials, including digital communications, social media campaigns, marketing campaigns etc.
- Ensuring consistency in branding and messaging across all marketing channels.
- Serving as the primary point of contact for enquiries related to marketing from within the organisation and external partners, connecting them with the relevant expertise and resources.
- Conducting comprehensive research and benchmark analysis on a wide range of marketing topics to maintain an in-depth understanding of the current market trends.
- Identifying areas for research to expand the company's marketing data and insights.
- Regularly updating the department's project management system with timely information from across the marketing department.
- Analysing social media channels and campaign performance data and drawing actionable insights to enhance future marketing efforts.
- Managing an active network of relevant consultants, partners, suppliers with a special interest in marketing.
- Being a source of creative inspiration for marketing initiatives.

## **EXPERIENCE**

- Minimum 3 years of experience in marketing, preferably within the sports industry or related field.
- At least 2 years of experience in project management.
- Proven experience in campaign management and content creation.
- 1-2 years of experience in consulting firms is a plus.
- Experience working in an international environment advantageous.

## **EDUCATION**

- Degree or equivalent in marketing, business, or related field from a reputable institution.
- Proficiency in Microsoft Office applications (Word, Excel, Outlook, and PowerPoint).
- Fluency in English, both written and spoken. Knowledge of additional languages is a plus.

## SKILLS

- Strong knowledge of marketing, with a focus on the sports industry.
- Strong organisational and time management skills, capable of managing multiple projects simultaneously.
- Good knowledge of the Adobe Creative Suite (InDesign, Photoshop, Illustrator, InDesign, Premiere Pro).
- Proficiency in building and maintaining professional relationships with various stakeholders.
- Strong analytical skills and proficiency in supporting and formulating data-driven decision-making recommendations
- Collaborative team player with a strong work ethic and a desire to work across departments.
- Excellent written and verbal communication skills.
- A professional, positive, and proactive attitude.
- A visible passion for marketing and sport.
- Demonstrated commitment to promoting diversity and fostering an inclusive work environment.
- Willingness to travel, occasionally on short notice.

**You are invited to send your CV and cover letter to Raoul Tondini, Head of People and Culture, at [jobs@ecaeurope.com](mailto:jobs@ecaeurope.com)**

**Only candidates fulfilling the required skills and experience will be contacted.**