

# Position Description: Marketing Coordinator

**100%**

## MARKETING COORDINATOR

Reporting to: Head of Marketing

### ABOUT ECA:

ECA is the sole independent body directly representing football clubs at European and International levels. With a current membership base of more than 500 professional football clubs from across the continent, with plans to increase to 700 Members in the season ahead, ECA is the representative voice of European clubs on the international football landscape.

Working closely with football's governing bodies, competition organizers and other professional 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.

ECA has a rapidly growing administration team of more than 40 people and is on a mission of organizational development, targeting a digitally led, performance-driven culture, and delivering high impact outcomes for our colleagues and our members.

Equity, diversity, and inclusion are amongst ECA's core values. We are committed to building and sustaining an inclusive and equitable working and learning environment for all staff and members.

### POSITION MISSION AND PROFILE

In this newly created position, the Marketing Coordinator will assist in the delivery of ECA's marketing strategy, and all marketing related projects.

We are looking for a creative individual who possesses strong project management, skills, and an ability to use data-driven insights to create and executive impactful marketing plans.

ECA seeks to recruit the best talent, and although our office is based in Nyon, Switzerland, we are prepared to consider applications from individuals that are based in other countries (albeit they will need to travel to Nyon as and when required). The flexible workplace location option can be discussed with shortlisted candidates during the recruitment process.

### CORE RESPONSIBILITIES

Reporting to the Head of Marketing, the Marketing Coordinator's responsibilities will include:

- Providing support, and assistance, with the day-to-day operations of ECA's marketing department, including, the planning and execution of all marketing activities, campaigns, product launches and events.
- Creating impactful materials for use in digital communication and social media campaigns.
- Ensuring consistency in branding and messaging across all marketing channels.
- Primary point of contact for all internal marketing related queries and requests.
- Conducting comprehensive research and benchmarking analysis on a wide range of marketing topics, to maintain an effective understanding of current market trends.
- Regularly updating ECA marketing department's project management system.

- Analysing social media channels, and campaign performance data, to draw actionable insights to enhance future marketing activities.
- Managing a team of external consultants, partners, and suppliers.
- Being a source of creative inspiration for marketing initiatives.
- Undertaking general administrative tasks for ECA's marketing department.

## EXPERIENCE

- 2 to 3 years of marketing experience (digital and traditional) in corporate or agency environment, preferably within the sports industry or related field.
- Proven experience in campaign management, content creation and project management.
- Familiarity with content management system (CMS) and customer relationship management (CRM) tools
- Experience of working in consulting firms or in event management is an advantage.
- Experience working in an international environment is required.

## EDUCATION

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

## SKILLS

- Good knowledge of marketing (knowledge of sports industry is an advantage).
- 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 an ability to build and maintain strong working relationships with colleagues across all departments.
- A professional, positive, and proactive attitude.
- A visible passion for marketing and sport.
- Detail oriented and committed to quality.
- Ability to work both independently and collaboratively as part of a team, in a fast-paced, high-pressure environment.

- 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@eca-europe.com](mailto:jobs@eca-europe.com)**

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

**References should be available upon request.**