

Position Description:

Brand Protection Analyst

BRAND PROTECTION ANALYST

Reporting to: Brand Protection Manager

ABOUT ECA

European Club Association (“ECA”) is the sole independent body directly representing football clubs at European and International levels. With a current membership base of more than 700 professional football clubs from across the continent 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

In this full-time position, you will play a valuable and leading role in the successful implementation and evolution of ECA’s Brand Protection Service. ECA has built, alongside its member clubs, a unique and dedicated service facilitating centralised brand protection activities. This service is open to all clubs to achieve optimised efficiency, shared learnings, and significantly reduced financial commitments. The project will initially focus on online anti-counterfeiting work but aims to expand into other areas such as reputation management, player abuse prevention, anti-piracy work, and commercial insights/research.

This role allows ECA to build an in-house team of highly specialised, European club football-focused brand protection experts who will work closely with clubs daily to understand their strategies, issues, products, and enforcement approaches. The team will also collaborate with ECA’s strategic partner for the project, Sentryc, to develop bespoke software tools, enhance workflows, and build a uniquely effective programme for European club football at an unparalleled scale.

This role is a blend of service delivery, project development, and club engagement/driving awareness. As the second member of this team, you will be a cornerstone of the project, shaping the overall journey of the service.

This role is based remotely, with reasonable travel requirements to ECA’s offices in Nyon, Switzerland, and to clubs around Europe.

CORE RESPONSIBILITIES:

Reporting to the Brand Protection Manager and working in close collaboration with the rest of ECA's legal and commercial teams, your main responsibilities will include:

- Implement effective brand protection activities and programs to combat product piracy and counterfeiting for individual clubs. This includes, but is not limited to:
 - Undertaking analyst work within the Sentryc software tool on behalf of relevant clubs.
 - Conducting domain name and website enforcement activities requiring additional enforcement support.
 - Developing offline enforcement activities, including customs and on-site anti-counterfeiting strategies for clubs.
 - Identifying cross-club efficiencies in enforcement processes and procedures with third parties.
- Leverage data analytics to monitor, measure, and report on the performance of brand protection initiatives, enhancing bespoke reporting and evaluation for clubs.
- Stay current on the latest trends and advancements in brand protection, as well as related legal and regulatory changes.
- Foster strong relationships with club representatives and other stakeholders to ensure alignment on brand protection strategies.
- Perform other related duties as assigned to support the objectives of the Brand Protection Service.

EXPERIENCE

- 1-2 years of proven experience in a similar role within brand protection, intellectual property enforcement, or legal industries.
- Good understanding of intellectual property rights.
- Demonstrated client management experience.
- Experience in data analysis, using Power BI or other forms of data visualization, would be highly beneficial.
- Some knowledge of the football merchandise industry or similar industries is preferred but not mandatory.
- Good knowledge of club football, particularly in Europe, and/or experience in an international environment with exposure to providing services in multiple countries and differing cultures, languages, and norms.

EDUCATION

- University degree in a subject related to law, economics or business administration is required.
- Excellent communication skills, both verbal and written, in English. Additional proficiency in German, French, Italian, or Spanish is advantageous.
- Exceptional IT, analytical and research skills, particularly relating to SaaS platforms

SKILLS

- Ability to effectively manage multiple projects and priorities simultaneously.
- High ethical standards and a commitment to brand protection.
- Strong organizational and time management skills and ability to work independently.
- Exceptional written and verbal communication skills.
- Strong collaborative skills and the ability to work effectively as part of a team.
- A positive and proactive mindset.
- Tech-savvy and creative problem-solving skills.

You are invited to send your CV and cover letter to our HR Team at jobs@ecaurope.com

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