

Position Description: Marketing Coordinator FTC (9 months)

MARKETING COORDINATOR

Reporting to: Senior Marketing Manager

Location: HQ in Nyon, Switzerland but option to be based remotely (e.g. London, Paris, etc.)

ABOUT ECA

ECA is the sole independent body directly representing football clubs at European and International levels, formally recognised as such by our partners FIFA and UEFA. With a current membership base of nearly 750 professional football clubs from across the continent, increasing all the time, ECA is the true representative voice of European clubs on the international football landscape.

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

ECA is continually looking for the best talent to join our administration to ensure we enhance the value of our activities and services for Member Clubs. ECA has a rapidly growing team of over 50 people and is on a mission of organisational development, targeting a digitally-led, performance-driven culture, delivering high impact outcomes for our colleagues, our members and ultimately for club football as a whole.

Equity, diversity, and inclusion are part of 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

The Marketing Coordinator will assist in the delivery of ECA's marketing strategy, focusing on supporting the development and delivery of brand programmes and activations to elevate ECA's positioning, projects, publications and events.

We are looking for a creative individual who possesses strong project management skills, attention to detail and with experience supporting the rollout of corporate rebrand programmes.

CORE RESPONSIBILITIES

Responsibilities will include:

- Providing support and assistance with the day-to-day operations of ECA's marketing department, including the planning and execution of marketing activities, campaigns, launches and events.
- Supporting the Marketing and Communications Department with tasks related to a planned rebrand process (a significant focus of this role).
- Creating impactful materials for use in digital communications and social media campaigns.
- Ensuring consistency in branding and messaging across all marketing channels and ECA events.
- Creating and executing plans for legacy assets rebranding.
- Primary point of contact for internal marketing related queries and requests.
- 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.
- Supporting the management and oversight of external consultants, partners and suppliers.
- Undertaking general administrative tasks for ECA's marketing department.

EXPERIENCE

- 3+ years of marketing experience (digital and traditional) in a corporate or agency environment. Sports, media or entertainment industry experience would be considered an advantage.
- Proven experience in supporting the launch of significant brand campaigns and ideally rebrand processes.
- Familiarity with content management system (CMS) and customer relationship management (CRM) tools.
- Experience of working in consulting firms or in event management would be considered an advantage.
- Experience working in an international environment would be very beneficial.

EDUCATION

- Degree or equivalent in marketing, business or relevant field from a reputable institution.
- Excellent communication skills, both verbal and written, in English. Knowledge of additional languages would be highly attractive.

SKILLS

- Good knowledge of marketing (combined with knowledge of the sports industry would be an advantage).
- Strong organisational and time management skills, capable of managing multiple projects simultaneously.
- Proficiency in building and maintaining professional relationships with various stakeholders.
- Strong analytical skills and proficiency in supporting and formulating data-driven recommendations.
- Collaborative team-player with a strong work ethic and an ability to build and maintain strong working and culturally positive relationships with colleagues across all departments.
- Proficiency in Microsoft Office applications (Word, Excel, Outlook, and PowerPoint).
- Good knowledge of the Adobe Creative Suite (InDesign, Photoshop, Illustrator, InDesign, Premiere Pro) considered a plus.
- 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.
- Demonstrable commitment to promoting diversity and fostering an inclusive work environment.
- Willingness and availability to travel, occasionally on short notice.

You are invited to send your CV to our People & Culture Team at jobs@ecaeurope.com.

Due to the volume of applications we receive, we regret that we will only contact those candidates who have been selected for an interview.

Football breaks down barriers and brings people from diverse backgrounds together. It promotes a shared sense of identity and belonging, transcending differences to unite people. At ECA, we play our part in building a more inclusive world, on the pitch and beyond, and this starts with our own organisation. We strive to create a culture of inclusion, free from discrimination, bias and prejudice and encourage candidates from all backgrounds to apply.