

Marketing Manager

Premier League Vacancy

Contract type: Permanent
Reports to: Head of Brand
Location: Premier League Offices, Paddington, W2 1HQ

Overview

The Premier League is looking to recruit a Marketing Manager to support our efforts to build an instantly recognisable brand and public understanding of the Premier League's extraordinary contribution to football, as well as drive the marketing plan for existing products and services that bring the competition to life for people around the world.

The Marketing Manager will be at the heart of the Premier League business, working with colleagues in all departments to ensure our brand identity is well executed wherever it appears, deliver impactful marketing activity for products and services including the ePremier League and Premier League Hall of Fame, and will therefore help to ensure that the Premier League continues to drive positive brand association and value for the competition and for shareholder clubs.

Who we are

The Premier League is home to the football that thrills, unites and obsesses. The League and its Clubs use the power and popularity of the competition to entertain fans, support communities and partners in the UK and across the world. The Premier League brings people together from all backgrounds. It is a competition for everyone, everywhere and is available to watch in over 190 million homes in 189 countries.

We have a wide variety of responsibilities. These include organising the competition and its Handbook as well as managing the centralised broadcast and commercial rights. The work we do in conjunction with the Clubs also goes far beyond the 90 minutes. We support and provide a framework for youth development, we protect the organisation's intellectual property, provide unprecedented levels of support to the wider game and football community, undertake international development work and liaise with governing bodies and other leagues.

The Premier League is an equal opportunities employer and strives to create an inclusive culture where everyone thrives. We believe in the potential of everyone and open our doors to those who share our values. All appointments will be made based on merit; however, we particularly encourage applications from women, people from minority ethnic communities, LGBTQ+ people and disabled people.

Our hybrid-working model also allows you some variety on your place of work, offering you the chance to work from home on some days each week. Where possible, you will attend the office or site visits in line with our company policy. All staff liaise closely with their line manager to manage their time appropriately and according to their work and team requirements.

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The role

The Marketing Manager will be responsible for:

- Development of long-term marketing plans for Premier League products, services, and events, such as the ePremier League and Premier League Hall of Fame, informed by internal colleagues and market insights
- Ensuring that brand identities of Premier League products, services, and events, such as the ePremier League, Premier League Hall of Fame and Premier League Primary Stars are well maintained across Premier League and third-party assets and events
- Engaging closely with the Premier League's research agencies and in-house research function to inform marketing/brand activity and help deliver insight based upon key stakeholder attitudes, interests, opinions, and behaviour
- Identifying trends and insights, evaluating emerging technologies, provide thought leadership and optimise performance of Premier League marketing operations
- Pro-active liaison with internal and external stakeholders, ensuring the timely supply of relevant assets and adherence to brand guidelines across all applications and environments
- Managing, maintaining, and helping to facilitate the development (inc. periodic audits and review processes) of brand assets across all stakeholder groups and applications, from broadcast and digital environments through to community programmes and youth events
- Performance of assigned creative, design and paid media agencies within the Premier League's portfolio

The Marketing Manager will be expected to:

- Assist the Head of Brand, Head of Campaigns and other colleagues as and when required
- Act as a custodian/guardian of the Premier League brand, upholding high standards in their work and inspiring high standards in the work of colleagues and partners
- Act as day-to-day contact for colleagues, especially those in the Premier League's Commercial, Communications and Media departments, on all marketing and brand related activity
- Perform their responsibilities in absolute alignment with the Premier League's Values and Staff Behaviours
- Design a personal development plan that upskills themselves such that additional responsibilities can be take on over time

Requirements for the role

- Proven experience in brand management and marketing roles with demonstrable evidence of planning effective marketing plans
- Demonstratable experience within event marketing
- Digital marketing acumen, with a keen eye for identifying trends.
- Enthusiastic, motivated and an outstanding team player
- A confident communicator with excellent interpersonal and organisational skills
- Educated to degree standard or equivalent (ideally with a marketing qualification)
- Excellent IT skills, including MS Word, Excel, PowerPoint, Outlook, and SharePoint
- Whilst a passion for the sport and entertainment business may be useful, there is no requirement to have previously worked in sport

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- Some travel necessary

Our commitment to safeguarding includes implementing robust safer recruitment procedures to assess the suitability of individuals applying for roles that involve work with children and adults who are or may be at risk of harm.

To apply please visit our [careers page](#) and apply with your CV and a cover letter. The closing date for applications is 24 June 2024.

We will remove barriers that prospective candidates might face at any stage of our recruitment process. If you have a disability and would like the advert in an alternative format, or would like to talk about how we can adjust the interview process to best support you, please contact people@premierleague.com