**JOB DESCRIPTION**

**JOB TITLE: FRM Intern**

**DEPARTMENT: FRM – Fan Relationship Management**

**REPORTS TO: Head of Fan Relationship Management**

**LOCATION: Manchester**

**DATE: Feb 2017**

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**Job purpose**

Fan Relationship Management is central to City Football Marketing’s global growth plan. The FRM team’s primary goal is to build fan loyalty and growth across all territories through an understanding of fans behaviours and needs.

The FRM Intern will support the FRM team in delivering this strategy by supporting the end to end process of capturing fan data, driving insights from data, executing campaigns and driving fan-base engagement.

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**Key responsibilities**

* Supporting operational delivery of fan activations, including on matchdays
* Fulfilment of competition prizes and membership rewards
* Managing specific projects while liaising with different departments
* Delivery of regular reporting and presentations
* Desktop research on fan engagement best practice

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**General responsibilities**

* Compliance with Club policies
* Compliance with the Club’s health and safety procedures
* To undertake such other duties as may be reasonably expected
* To maintain professional conduct at all times

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**Key relationships**

Internal

* Head of FRM
* eCRM Campaign Manager
* eCRM Campaign Executive
* Data & Insights Manager
* Data & Insights Executive
* Loyalty Manager

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**Scope of job**

* Support 1 Head, 4 Managers and 3 Executives
* Produce 1 report per week on KPIs
* Help fulfil around 50 prizes per season
* Help the development of over 100 campaigns per season

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**Organisation chart**

Head of FRM

Data & Insights Manager

Data & Insights Analyst

eCRM Campaign Manager

eCRM Campaign Executive

Loyalty Manager

Membership Executive

Supporter Clubs Manager

Data & Insights Analyst

FRM Intern

**Person Specification**

**Job Title: FRM Intern Department/Location: FRM / Manchester**

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| **Knowledge:** the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc |
| Essential   * Ability to manage projects with clear delivery timelines * Numerate and analytical thinker with the ability to apply these skills in a marketing environment   Desirable   * Experience in sports or CRM is an added plus |
| **Technical/work-based skills**: skills specific to the job e.g. language competence, typing skills, coaching skills etc |
| Essential   * Competence with Microsoft Office * Ability to deliver high quality presentations * Comfortable with performing repetitive tasks |
| **General skills and attributes**: more general characteristics e.g. flexibility, communication skills, team working etc |
| Essential   * Comfortable handling own operational workload * Self-motivated and goal oriented individual with a task delivery mentality * Attention to detail * Disciplined hard worker and collaborative team player * Willing to ‘go the extra mile’ when required * Able to effectively prioritise workload |
| **Experience:** proven record of experience in a particular field, profession or specialism. Any period of work required must be appropriate and not excessive. |
| Desirable   * Previous work experience in the field of Marketing or CRM is a plus |
| **Qualifications**: the level of educational, professional and/or occupational training required |
| Essential   * Bachelor’s Degree in Business, Marketing or another related field |