



Job Title:	Digital Executive
Department:	Digital
Reporting:	Head of Digital
Location:	27GWR
Salary:	£23,000 – £25,000

Background

Brentford Football Club is a Premier League football club based in the London Borough of Hounslow. The Club was founded in 1889 and has been through a period of great change in the past year. Brentford moved to a new, 17,250-seater stadium with outstanding facilities for fans, broadcasters, corporate guests, and the community in the summer of 2020, having previously played at their historic Griffin Park home for 116 years.

At the end of the first season in the new stadium, Brentford won promotion to the Premier League. The Club's first season in the topflight of English football since 1947 will start in August 2021. Promotion and a move to a new stadium are parts of a longer-term vision that aims to see Brentford FC sustain top level football on the field and ensure that the Club is sustainably run off the field.

Situated next to the M4, the new Brentford Stadium is at the centre of the Brentford East redevelopment scheme, which includes the construction of more than 900 new homes, a new purpose-built location for Brentford FC Community Sports Trust, and a public square with shops and cafés. Brentford FC plays a very active role in its local community.

The Club is a four-time winner of the EFL Community Club of the Year Award and is the only professional football club in the UK with a Business in the Community and Community Mark Award. In total, Brentford FC Community Sports Trust delivers more than £13 million of social benefit to the West London area.

level= is delighted to be supporting Brentford Football Club in their search for a talented Digital Executive.

Digital Executive Responsibilities:

- Building the Club's digital relationship with its fans
- Being the advocate of the Club's CRM strategy, driving improved open and click rates as well as conversion through to retail and ticketing
- Ensuring user journeys are tailored and personal with the most relevant content served to each fan. Consult analytics to improve dwell time and engagement and aim for constant improvement through innovation
- Supporting all digital marketing campaigns; ensuring a flexible and agile approach so there is adequate promotion within the department and across



the business. Be proficient and have experience in social media, CRO, SEO, PPC, app management and User Experience design and testing

- Owning platform analytics and reporting, ensuring that all actions are evidence-based that aim to continually improve digital performance, engagement, personalisation, loyalty and UX across all digital platforms including the website, app and eCommerce

Digital Executive Requirements:

- Experience in boosting digital change projects in the consumer-focused digital space and using Content Management Systems and Google Analytics
- Further experience of using ESP and CRM platforms to grow database engagement, minimise inactive contacts and drive increased revenue
- Exceptional interpersonal and communication skills both written and verbal
- Good organisational and planning skills

The Package:

- Basic salary: Up to £25,000 per annum
- Royal London Pension Scheme
- Healthcare cash plan
- Annual leave that goes beyond statutory entitlement
- Complimentary matchday tickets for home games
- Club shop discount

The Club works continuously to build a truly diverse and inclusive culture, and they welcome and encourage candidates from all aspects of diversity to apply for this role.

The closing date for applications is Thursday 31st March 2022.

Apply via:

<https://evportaluk.tracker-rms.com/LevelEquals/MyLite?id=1006>

You could be right for this Digital Executive position if you've previously worked as any of the following: Digital Marketing Executive, Digital Account Executive, Digital Marketing Assistant.

To apply for this role, you will need to answer work-related questions. Our goal is to assess your approach to a problem and better understand what knowledge and skills you have. Your answers will be anonymised, randomised, and reviewed by the team. We use these scores to shortlist for interviews. We also think giving feedback is incredibly valuable for candidates, so at the end of the process, you'll see how well you performed during the application process. Your CV will only be used for information purposes and will not be relevant in the application process.