JOB DESCRIPTION

Marketing Strategy · Chapter 9 · People and Organisation

One per position, half a page each. Start with the marketing positions, current and future.

Position

Mission (one sentence)

Responsibilities

Skills

Reports to

Results it is judged by (with numbers)

JOB DESCRIPTION

Marketing Strategy · Chapter 9 · People and Organisation

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Position

Marketing director

Mission (one sentence)

Grow the community, the value of the brand and the commercial revenue of the organization, through a clear strategy and a team that delivers it.

Responsibilities

Community · brand · calendar of events · matchday experience and story · communication on five media · commercial sources · systems and infrastructure · the team · the strategy

Skills

Strategic thinking · understanding people · commercial sense · storytelling · organisation · leadership

Reports to

The general manager (direct line to the top)

Results it is judged by (with numbers)

Database size · attendance · brand health score · engagement · commercial revenue and its share · sponsor renewals — agreed at the start of the season

CHECK YOUR WORK

- [ ] Every process has a name next to it in the team we need
- [ ] The first hire unblocks processes with nobody
- [ ] Every job description has results with numbers