HIRING ORDER

Marketing Strategy · Chapter 9 · People and Organisation

Design the marketing department your organization needs for the next two or three seasons, from the complete department, the level of competition and the ambition. For each new role: the programme (employment, collaboration, internship, volunteering, university partnership, agency) and the order. Check: does the first role unblock processes with nobody, and help the busiest person?

Level of competition and ambition

THE DEPARTMENT YOU NEED

ORDER · ROLE	PROGRAMME	PROCESSES IT TAKES · WHEN
1		
2		
3		
4		
5		
6		

Why the first role comes first (two sentences)

HIRING ORDER

Marketing Strategy · Chapter 9 · People and Organisation

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Level of competition and ambition

Second division · promotion in three years

The department you need

0 · Marketing manager at the head, commercial under the same line — — — One department

1 · Content and communication — Employment, full time — Content, communication · before the season

2 · Community and data — University partnership, part time — Community, database · September

3 · Retail manager — Part time + commission (a supporter with retail experience) — Merchandise · October

4 · Volunteer coordinator — Volunteering, small budget — Matchday volunteers, photographers

5 · Partnership manager + matchday producer — Employment / collaboration — After promotion

Why the first role comes first (two sentences)

Content makes everything else visible and takes the heaviest load off the marketing manager. It also unblocks fan media and the rituals, which have nobody today.