**Employer**: Cardiff City Football Club

**Position**: Head of CRM & Insight

**Hours of Work**: 37.5

**Department**: CRM & Insight

**Line Manager**: Head of Commercial

**Location**: Cardiff City Stadium, Cardiff, Wales

**Background**

Cardiff City Football Club is a professional football club based in Cardiff, the capital city of Wales, who play in the Championship, the second tier of English football. Founded in 1899, they have played at their current home ground, Cardiff City Stadium, since 2009.

**Role Summary**

The successful candidate will work with various areas of the Club to provide the required insight and business intelligence. This role will provide the information and evidence to make informed business decisions and will be key to delivering the Club’s strategies. The Head of CRM & Insight will utilise the Club’s CRM system to deliver insight into fan behaviour, customer segments and sales, and be able to use the systems for delivering personalised direct marketing campaigns alongside delivering accurate ROI.

**Responsibilities**

* Providing key insights to inform long-term strategy club-wide
* Manage and grow the CRM & Insight team, providing support and guidance where necessary.
* Manage the email campaign process alongside the CRM Executive.
* The planning, development, and management of targeted direct marketing campaigns with input from other HoD’s, that drive retention and loyalty to meet KPI’s and commercial objectives
* The day-to-day management and overseeing of data to the Club’s CRM solution, ensuring data is imported from each of the club integrations to a high standard
* Acting as a key stakeholder within new projects (and system upgrades) across the business
* Leveraging the CRM solution to provide personalised/tailored experiences to end users
* Working with supporter marketing services provider to develop frequent supporter propensity modelling and data profiling to create customer segments, including the identification of supporter risk groups
* Produce further ad hoc customer analysis and insight as required
* Assisting the Loyalty & Memberships Executive in the management of the Loyalty Scheme, which includes everything from regular tests to ensure data imports have taken place and points balances have been updated, to the setting up of new promotions and rules, and any financial reconciliation
* Supporting the Club in the identification of trends and prospects from general ticketing/retail to high level partnerships
* Understanding what the demographics of each segment of the clubs fanbase is and making specific recommendations on how best to target and engage with each segment
* Conduct regular data cleansing projects across the Clubs’ data points to ensure maximum efficiency of all data analysis
* Ensure that all work is completed in a priority basis and meets a high degree of professionalism and quality
* From time-to-time, to undertake various other tasks when required.

Qualifications & Skills

* Degree-level qualification
* 3/4 years + experience of working in a similar position, managing a CRM solution with a practical understanding of how to collect, manage and analyse data
* An understanding of online and multi-channel customer behaviour
* A detailed knowledge of analytics, and an ability to draw insight from complex data
* Experience of managing a loyalty scheme
* Experience of managing relationships with agencies and suppliers
* Project management experience
* Strong MS Office skills with a high proficiency in Excel
* Previous experience of working in a fast-paced environment (preferably sports)
* Commercially driven
* Ability to demonstrate strong communication skills and liaise with internal and external stakeholders
* Ability to be flexible with work duties and hours as required by the business
* Strong attention to detail
* Commercially driven

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| **Equality**  |
| Cardiff City Football Club promotes equal opportunities in employment we positively welcome applications from all candidates regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. |

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| **Safer Recruitment Policy** |
| Cardiff City Football Club operates a ‘safer recruitment policy’ and is committed to safeguarding and promoting the welfare of children and adults at risk and expects all staff and volunteers to share this commitment. All appropriate reference checks and Enhanced Level Disclosure and Barring Service (DBS) checks form a significant part of this recruitment process. |