

Customer Relationship and Marketing Executive

Salary Circa £35,000 per annum + Benefits



West Ham United is a leading Premiership Football Club and is committed to an ambitious business plan to develop the brand both on and off the field.

This is an exciting new role for a marketing and CRM specialist to make a positive impact to the Club by successfully implementing a busy promotional calendar of campaigns covering all of the Club's brand building and business objectives.

The Role

- To co-ordinate and deliver marketing campaigns for Ticketing, Corporate Hospitality and Retail.
- Working alongside the CRM system collecting data from business operations and website sources.
- Develop CRM processes to collect new data from clients and improve existing data quality.
- Manage the relationship with the Club's e-comms delivery provider.
- Design and collate each campaign within the promotional calendar.
- Provide advice on data acquisition and list purchasing.
- Ensure that mechanics of measuring the return of each campaign are put in place.

The Person

The successful candidate will have a proven track record in marketing campaigns and CRM design, application and operation. As well as knowledge on mass data collection and marketing database management in a similar environment, this person must be self motivated, diligent and driven.

To apply for this position, please contact Jo Watts at Portfolio on 020 7108 1000 or via whufc@portfoliointl.com with career and salary details.

The closing date for applications is Friday 13th March 2009.

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