



JOB DESCRIPTION

Job Title:	International Development Coordinator
Hours of Work:	35 hours
Department:	Marketing
Location:	Royal Liver Building
Responsible to:	International Development Officer
Responsible for:	
DBS Required:	No

Role Summary

To work alongside the International Development Officer to support on international marketing activities to achieve Club objectives and growth targets.

Coordinate projects and work with key stakeholders across the Everton International Academy (EIA) network, international fan engagement events and activation opportunities including Premier League Live and wider activations.

Support with the delivery of all international campaigns in multiple markets and coordinate the relationship between our agency partners and internal stakeholders.

Identify and evaluate opportunities to form strategic partnerships and relationships to expand the Club's global network.

Assist the Partnerships team with required Marketing support on an operational and project basis.

The candidate will work closely with the wider Marketing, Media, Content, Fan Engagement and Partnerships teams to develop campaigns and coordinate projects to grow and engage with the Club's global fan base.

Adopting a collaborative approach on all projects, ensuring timeframes are met to enable objectives to be achieved.



Key Responsibilities

- Coordinate Club activity across all international projects, supporting the International Development Officer in the planning process and delivery across all parties involved.
- Support in the management and delivery of relationships with all International Academy Affiliate Programme (EIAAP) Club partners, including collaborating closely with the EIAAP Coach.
- Ongoing maintenance and development of the EIA website and EIAAP platforms such as Hive, including use of multiple CMS platforms.
- Coordinate operations for the International Soccer Schools (EISS) programme, working closely with our team in the USA.
- Support with the continued growth of the EIA network and properties in line with Club objectives.
- Coordinate activity with our partner agencies across global markets with activations delivered to target audiences in multiple languages.
- Adopt an insight-led culture and work closely with the insight team to identify and activate in key markets.
- Identify new opportunities for Everton to be represented at key international events.
- Assist in the development of an industry leading network of connections of all major institutions and clubs which are logged on Salesforce.
- Analysing strategic partnership opportunities.
- Assist the Partnerships team on operations and activations, including coordinating retail campaigns such as kit launches from a marketing perspective.
- Overseeing design projects by acting as liaison between the Partnerships team and Design studio when briefs are submitted for existing partners and new business proposals.
- Develop key working relationships with a range of third parties, agencies and strategic partners.
- Create and maintain integrated marketing, communications and activation plans.
- Analysing and reporting on campaign success.
- Assisting in the collation of assets needed for all relevant campaigns.



Other Responsibilities

- To take responsibility for personal performance and the development of personal skills to ensure the required skills, knowledge and competence to fulfil the role.
- To manage the areas of responsibility attached to the post or commensurate with the role as required by the International Development Officer.
- To encourage and promote the values of Everton Football Club and to comply with the required standards of conduct and so promote the Club within the community by acting with integrity and honesty.
- To promote, adhere to and implement the Clubs Equality and Diversity Policy and to work consistently to embed equality and diversity within Club.
- Ensure that all work is completed in a priority basis, and work meets a high degree of professionalism, quality and craftsmanship.
- To attend staff meetings as required
- To attend training courses and external seminars and meetings as appropriate/required.
- To be aware of current trends and best practice.





PERSON SPECIFICATION

Skills & Abilities

Essential

- Proven track record of delivering marketing campaigns to targets
- Ability to work to tight deadlines
- Results focused
- Ability to prioritise workload effectively
- Friendly, professional manner
- Excellent organisation skills, with the ability to work on multiple concurrent tasks and activities and prioritise workload accordingly.
- Ability to work flexibly and under own initiative to achieve objectives and also as a member of a team.
- Accuracy and attention to detail
- An ability to adapt quickly, be flexible in the face of change and solution orientated
- Ability to remain calm under pressure

Desirable

Knowledge & Experience

Essential

- Experience of working on multi layered marketing campaigns
- Knowledge of marketing principles
- Commercial awareness

Desirable

- Use of Salesforce and CMS platforms
- Proofreading abilities
- Proficient in Spanish and Portuguese
- Knowledge of the US soccer system
- Knowledge of football and the international sport industry



Personal Attributes	
Essential	Desirable
<ul style="list-style-type: none"> • Target and results orientated • Committed to quality and attention to detail • Highly driven and ambitious, both personally and for the organisation • Team player • High level of personal integrity 	

Qualifications	
Essential	Desirable
	<ul style="list-style-type: none"> • Digital marketing qualification • CIM • Educated to Degree level in marketing or related discipline.





GENERAL RESPONSIBILITIES

General Responsibilities

Employee Relations

To make suggestions to improve the working situation and contribute to positive employee relations within their area of work and Everton Football Club as a whole.

Health & Safety

To take reasonable care for the health and safety of yourself and other employees and members of the public who may be affected by your acts or omissions at work.

To comply with all aspects of the Everton Football Club Health and Safety Policy and Arrangements, to enable the Company to perform its civil and statutory obligations in relation to Health & Safety.

Customer Service

Identify and meet the needs of colleagues and our customers, focusing on initiating and welcoming contact and communication whilst striving to deliver first class customer service.

Recognise potential complaint situations and make effective steps to avoid and/or resolve these situations.

Self Development

To take responsibility for your own development and to help realize your own potential by undertaking any necessary internal or external training sessions in accordance with the Company's Performance and Development Review Policy.

Team Work

Ensure effective communication within your work team and across the Company whilst actively offering support and guidance as necessary.

Equal Opportunities and Harassment

To cooperate with measures introduced to ensure there is equality of opportunity in employment. To ensure understanding, awareness and compliance with the Company's Equal Opportunities Policies.

To ensure that the working environment is free of sexual and racial harassment and intimidation and any other form of harassment constituting unacceptable behaviour which is personally offensive.

This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.

All employees may be required to undertake any other duties as may be reasonably requested.

