

# Fan Development Manager

## Premier League Vacancy

**Contract type:** Permanent, full time  
**Reports to:** Head of Fan Development  
**Location:** Premier League Offices, Paddington, W2 1HQ

### Overview

The Premier League's digital media business plays a vital role in helping grow the global reach of our competition, driving acquisition and increasing engagement among football and sports fans, in order to act as a meaningful global promotional vehicle for our member Clubs, broadcast licensees and commercial brand partners.

The Premier League digital media and audience development team aim to drive significant growth in audience reach, engagement, breadth, and depth across an earned, operated, owned and direct set of audiences, while also dedicating particular focus to the three key strategic markets of the U.S., India and China.

This exciting new role in our digital media and audience development team will support on opportunities to grow and broaden the Premier League's global audience across multiple platforms, including the Premier League's localised platforms and content efforts, resulting in stronger and deeper fan engagement not only for the Premier League, but also with our Clubs, broadcast licensees and commercial brand partners.

The ideal candidate will have a marketing and/or content background, an affinity for sports, and experience of team and/or agency management.

This role will report into the Head of Fan Development, and work closely with the rest of the digital media team and across the broader business, to understand the Premier League's opportunities for growth, and support on turning those opportunities into reality. This includes managing the delivery of the Premier League's localised content offerings on both owned and operated platforms, as well as overseeing our market-specific creator programmes.

The right candidate will have an excellent appreciation of the sports marketing, content and platform landscape, agency management expertise, and outstanding communication and teamwork skills.

### Who we are

The Premier League is home to some of the most competitive and compelling football in the world. The League and its Clubs use the power and popularity of the competition to inspire fans, communities and partners in the UK and across the world. The Premier League brings people together from all backgrounds. It is a competition for everyone, everywhere and is available to watch in 900 million homes in 189 countries.

We have a wide variety of responsibilities. These include organising the competition and its Handbook as well as managing the centralised broadcast and commercial rights. The work we do in conjunction with the Clubs also goes far beyond the 90 minutes. We support and provide a framework for youth development, we protect the organisation's intellectual property, support the wider game and community programmes, undertake international development work and liaise with governing bodies and other leagues.

The Premier League is an equal opportunities employer and strives to create an inclusive culture where talent can flourish. We believe in the potential of everyone and open our doors to those who share those values. All appointments will be made based on merit; however, we particularly encourage applications from women, people from minority ethnic communities, LGBTQ+ people and disabled people.

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Our hybrid-working model also allows you some variety on your place of work, offering you the chance to work from home on some days each week. Where possible, you will attend the office or site visits in line with our company policy. All staff liaise closely with their line manager to manage their time appropriately and according to their work and team requirements.

### The role

- Day to day management of the agencies who deliver our localised content and operated social media channels in key markets, understanding the nuances of cultural context and exploring ways to continually enhance and grow this offer, including new distribution opportunities
- Day to day management of the Premier League's efforts to reach and acquire new fans, both within and beyond sport, and convert them into lifetime relationships on a global scale
- Overseeing our creator programme across key markets, reaching and engaging our target demographics through the right type of talent, ensuring the output is best-in-class and remaining true to our core brand and values
- In collaboration with colleagues, support on influencer and talent management in order to ensure that we are taking a fan-led approach, particularly to attract younger audiences
- Scope and define additional localised content opportunities, and new collaboration opportunities, particularly with broadcast licensees and brand partners, working with other colleagues in the Media division
- Co-ordinating the monthly reporting for our localised channels, ensuring clarity of objectives and KPIs across teams as we continuously test and iterate with our output
- Ongoing understanding, analysis and education of the Premier League's audience to better shape strategies and initiatives
- Support the development and delivery of the Premier League's Future Fans strategy, creating the right content and product opportunities to engage younger audiences
- In collaboration with colleagues, support on key market activations and on ground opportunities to nurture existing fans and reach new fans, including collaboration opportunities with clubs, broadcast licensees and brand partners

### Requirements for the role

- Significant experience in the sports content and marketing landscape at platform, agency, rightsholder, brand or related role
- Experience delivering high-impact fan marketing activity, including activations, collaborations, and content
- Excellent understanding of social media platforms, and their role in fan growth strategies
- Strong creative eye and appreciation for quality execution with an ability to think outside the box
- Experience working with insight, analytics and trends, including summarising reports

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- Experience of managing and producing deliverables in a fast-paced environment
- Strong organisational skills with the ability to schedule and prioritise multiple work streams effectively
- A motivated, creative and organised individual with excellent communication skills
- Collaborative and open-minded team player with the confidence to deliver fair, constructive feedback to agencies
- Keen sports fan with a solid knowledge of the Premier League's structure and context in the industry

**Our commitment to safeguarding includes implementing robust safer recruitment procedures to assess the suitability of individuals applying for roles that involve work with children and adults who are or may be at risk of harm.**

**To apply please visit our [careers page](#) and apply with your CV and a cover letter. The closing date for applications is Friday 25 October 2024.**

**We will remove barriers that prospective candidates might face at any stage of our recruitment process. If you have a disability and would like the advert in an alternative format, or would like to talk about how we can adjust the interview process to best support you, please contact [recruitment@premierleague.com](mailto:recruitment@premierleague.com)**