

JOB DESCRIPTION

JOB TITLE: Business Intelligence Executive

DEPARTMENT: Partnership Strategy & Operations

REPORTS TO: Business Intelligence Manager

LOCATION: City Football Marketing, London

DATE: October 2019

Job Purpose

The Business Intelligence function plays a critical role in supporting the Partnership department in their major objective of securing new and renewing existing partners for all CFG properties (Manchester City Football Club, New York City Football Club, Melbourne City Football Club, Girona FC, Yokohama F. Marinos, C.A Torque, Sichuan Jiuniu FC, Manchester City Women's Football Club). It allows City Football Marketing to stay abreast of the latest football and sports industry news and develop a competitive advantage in the sales process through the presentation of relevant category, geography and company analysis.

The Business Intelligence Executive role plays a key part in the Group's continued commercial growth. The main tasks and responsibilities include:

1. Researching key categories, geographies and companies to identify strategic fit with CFG
2. Supporting commercial strategy definition
3. Providing relevant market intelligence for sponsorship proposal presentations
4. Tracking asset and media valuations, including monitoring availability
5. Obtaining and monitoring fan-related statistics across CFG clubs
6. Identifying key trends and movements in the football / sports industry
7. Conducting sales support activities (lead generation, initial prospecting)
8. Internal financial reporting

This role is intended to be an excellent introduction into the commercial drivers of a football business, particularly within the Partnership Sales function. As well as being critical to the success of the department as a whole, the role is an ideal springboard for a successful career within CFG and the sports industry.

Key Responsibilities

A successful person in the role of Business Intelligence Executive will execute the following key responsibilities during their job:

- 1. Researching key categories, geographies and companies for strategic fit with CFG**
 - Manage the creation of category / geography overviews, identifying key trends within the market, strategic priorities, past association with sports / footballs properties, etc.
 - Carry out background research and generation of contacts for chosen targets
- 2. Supporting commercial strategy definition**
 - Assist in setting regional commercial KPIs and targets across all CFG properties
 - Define means of achieving targets, working with regional Partnership teams and individuals
- 3. Providing relevant market intelligence**
 - Manage and update of a database containing key market information regarding categories, companies, countries, sponsorship deals, among others
 - Extrapolate key insights from all sports and markets sponsorship databases
 - Analyse key competitor's sponsorship portfolio, including values, term, main assets, etc.

- Identify key category deals and insights
- Compile regular newsletter for key CFG stakeholders on market developments
- 4. Tracking asset and media valuations, including monitoring availability**
 - Assist with developing media valuations for proposals for potential partners
 - Track asset pipeline and availability for current and future seasons
 - Assist with identifying new assets to be sold through market intelligence and benchmarking
 - Work with stakeholders to develop methodology for intangible value creation evaluation
- 5. Obtaining and monitoring fan-related statistics across CFG clubs**
 - Consolidate research into fan and follower interest across CFG clubs
 - Work with internal stakeholders (e.g. digital and social media teams, customer insights) to ensure all relevant information is available and updated for Partnership Sales pitches
 - Assist with crafting sales stories on specialist topics (e.g. fan affinity, sponsor alienation)
- 6. Identifying key trends and movements in the football / sports / entertainment industry**
 - Track levels of interest and engagement in key markets
 - Accumulate relevant data about CFG clubs and leagues and sport to help with sales decks
 - Analyse and benchmark relevant trends across the entertainment industry
- 7. Conducting sales support activities (lead generation, initial prospecting)**
 - Generate leads for CFG within specific geographies and categories
 - Compile initial information decks and generate first contact with prospective partners
 - Prepare specific slides to include in presentations used by sales representatives
 - Prepare slides to be used during the weekly sales meeting
 - Work to develop existing reports and improve departmental efficiency
- 8. Internal Financial Reporting**
 - Prepare reports on City Football Marketing's financial performance
 - Compile departmental financial plans for future seasons
 - Track performance against all plans and targets across all CFG properties

In addition, the role holder will expect to support the Partnership Sales team with all ad-hoc requests, in order to fulfil various business needs.

General Responsibilities

- Compliance with Club policies
- Compliance with the Club's health and safety procedures
- To undertake such other duties as may be reasonably expected
- To maintain professional conduct at all times

Key Relationships

The key internal and external relationships are as follows:

Main Internal Relationships:

- Business Intelligence Manager
- Business Intelligence Executives
- Partnership Sales team members
- Partnerships Marketing team members
- Customer Insights team members

Nature of the contact: Development of research and insights, assistance with proposals for Partnership Sales team members. Sharing of market research intelligence and distribution of information around other departments.

Main External Relationships:

- External Research Agencies
- Lead generation with prospective partners

Nature of the contact: Commissioning and development of ad-hoc research.

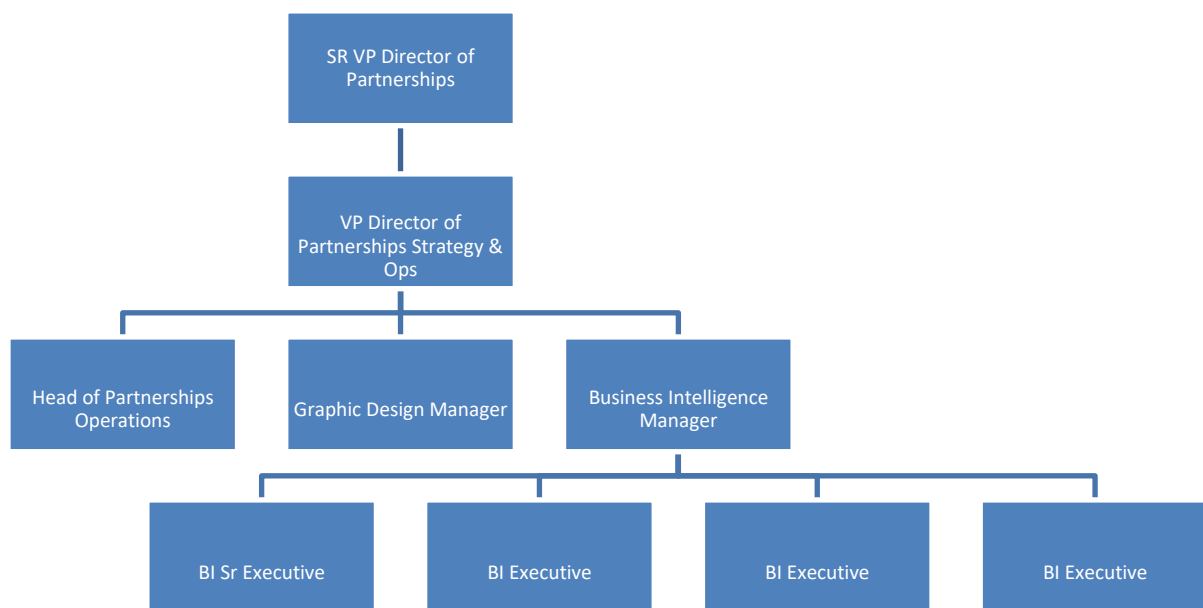
Scope of job

This role is entry-level and the person will not be required to oversee anyone.

The main tasks and responsibilities as outlined above are:

1. Researching key categories, geographies and companies to identify strategic fit with CFG
2. Supporting commercial strategy definition
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4. Tracking asset and media valuations, including monitoring availability
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Organisation chart



Person Specification

Job Title: Business Intelligence Executive

Department/Location: City Football Marketing / London

Knowledge:

Essential

- Good understanding of sports industry, competitive intelligence activities, market research

Desirable

- Professional skill-set developed on work experience during university holidays and / or placement year in a related environment (e.g. strategic / sports organisation / research agency).

Technical/work-based skills:

Essential

- Advanced understanding for graduate level of Microsoft Office tools (PowerPoint, Excel, Word)
- Excellent analytical and numeracy skill

Desirable

- Strong understanding of US sports league regulations and trends
- Strong understanding of US sports (and specifically MLS) partnership trends and values
- 2nd language proficiency in key strategic language (e.g. Mandarin, Arabic, Spanish or Portuguese due to LATAM involvement)

General skills and attributes:

Essential

- Strong analytical skills
- Excellent written and oral communication skills
- Result-driven
- Self-starter (proactive, entrepreneurial approach)
- Strong interpersonal skills
- Creative thinker
- Proven ability to manage multiple activities and priorities workload
- Ability to meet deadlines
- Ability to work in a team environment

Desirable

- Experience in multi-cultural backgrounds

Experience:

Essential

- Desire to develop a professional career in the sports industry.

Desirable

- Internship or professional experience working with sports franchise, league or body
- Carried out research projects and tasks at either academic or professional level, e.g. Dissertation research or similar research based activities in a professional industry.

Qualifications:

Essential

- 2:1 (or equivalent standard of study) and above in undergraduate study from a reputable institution

Desirable

- University study in Business, Economics