

# Job Description

---

## Arena Marketing Account Manager

|                                     |   |
|-------------------------------------|---|
| <b>SALARY:</b>                      | <b>Competitive</b>  |
| <b>HOURS</b>                        | <b>37.5 per week</b>  |
| <b>WORKING PATTERN</b>              | <b>Monday – Friday</b>  |
| <b>LOCATION</b>                     | <b>The ACC Liverpool Group, Kings Dock, Liverpool, L3 4FP</b>   |
| <b>PRIMARY FUNCTION OF THE JOB:</b> | <b>To account manage arena clients delivering a high quality marketing service to support the clients' marketing campaigns for events at M&amp;S Bank Arena and the Auditorium at M&amp;S Bank Arena.</b> |
| <b>DIRECTLY RESPONSIBLE TO:</b>     | <b>Marketing Manager</b>  |
| <b>DIRECTLY RESPONSIBLE FOR:</b>    | <b>N/A</b>  |

---

### MAIN AREAS OF RESPONSIBILITY:

- To account manage arena clients delivering a high quality marketing service to support the clients' marketing campaigns for events at M&S Bank Arena and the Auditorium at M&S Bank Arena.
- To support the Marketing Manager in the planning, development and delivery of the annual Marketing Plan and budget in line with annual strategic and tactical business objectives.
- To support the Consumer Marketing Executives in preparing marketing schedules and plans for their allocated events/clients ensuring they maximise opportunities to generate visitors, ticket sales and revenue contribution.
- To provide guidance and support to the Consumer Marketing Executives in the delivery of their day to day activity ensuring they are adhering to allocated budget and all financial processes.

- 
- To monitor competitor activity across the relevant markets, to keep up to date on industry news and use market insight to enhance the quality of service provided by the Consumer Marketing team.
- To understand the consumer market of The ACC Liverpool Group and be able to present relevant information to clients including potential marketing opportunities to their business need.
- To identify marketing opportunities and activities available to The ACC Liverpool Group for targeted consumer marketing including own brand awareness campaigns and to up-sell these to clients where appropriate.
- To provide recommendations on budget spend and allocate marketing budget to specific consumer events or activities.
- To co-ordinate and develop the measurement of marketing activity, where appropriate, and provide Return on Investment analysis to ensure focus on continual improvement.
- To adhere to the brand guidelines and support the wider team in implementing brand guidelines across The ACC Liverpool Group.
- To ensure all marketing activity is to the highest standards and quality levels are maintained.
- To attend meetings as required to perform duties.
- To work effectively across the teams within The ACC Liverpool Group to identify and maximise opportunities for The ACC Liverpool Group.
- To sustain a flexible and adaptable attitude to the work of the team in order to respond effectively to marketing opportunities.
- To participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills so as to improve the effectiveness and efficiency of service delivery.
- To adhere to The ACC Liverpool Group's health and safety policy and observe a duty of care to other users of the company.
- To contribute to the success of the team in meeting The ACC Liverpool Group's aims and objectives.
- The duties of the post requires weekend, evening, night work to meet the needs of the agreed programme of events activities and this is reflected in the grade of the post.
- To undertake any other duty commensurate with this post as determined by the Marketing Manager

- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Signed by Employee:

Date:

Signed by Line Manager

Date

**Received in HR**