



NK Istra 1961 is hiring!

We are looking for a marketing and sales oriented professionals for various departments.

Responsibilities:

Strategy

- Optimize marketing & fan services strategy and propose new initiatives to reach growth
- Enhance digital marketing efforts supporting the club's commercial assets (partnerships, merchandise etc.)
- Seek best and new ways to position the brand, service existing fans and reach new audiences leveraging club assets
- Feed into development plans for future growth

Digital/Social

- Support and work within the social media team to generate creative, on-trend ideas that make NK Istra stand out in the sports and entertainment landscape
- Manage and optimize fan services platforms and products (web, social, newsletter, merchandise, etc.)
- Coordinate and optimize partner campaigns, projects and merchandise promotions across NK Istra digital channels (programming, planning, performance tracking)

Fan Clubs

- Point of contact for fans and fan clubs, overseeing requests and services (tickets, merchandise, integration in events, campaigns, projects, etc.)
- Drive the development of integrated experiential programs by creating one of a kind, unique, memorable experiences and moments
- Build data-driven campaigns to better understand and grow the fan base

Sales

- Communication with existing and approaching new partners on daily basis
- Implementing existing ideas and creating new for the promotion of the brand
- Maintaining good relation with local companies
- Generate, report, and record sales numbers and figures
- Search for new clients and marketing strategies
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Required skill/Abilities:

- Experience not mandatory but will be valued
 - First-rate awareness of digital/social trends
 - Knowledgeable and passionate about soccer
 - Exceptional work ethic with ability to prioritize workload
 - Perform other related duties as assigned
 - Easily adjusting in the dynamic environment
 - High confidence in the ability to succeed in a high pressure work environment.
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- Must want to work in both marketing and sales

Education and experience:

- Bachelor's degree (Master's degree preferred)

Desired skills:

- Fluent in English
- Driver license

Please send resumes and any additional letters/documents to info@nkistra.com

