ORG CHART

Marketing Strategy · Chapter 9 · People and Organisation

Exercise 1: the whole organization — leadership, departments, who is responsible for what, who reports to whom; mark marketing and its links. Exercise 2: the marketing department today — people, roles and the processes each one carries (use the 14 processes from Section 9); mark processes with nobody and people who carry too many. Question: who must marketing convince to get a resource?

Leadership (owner / board · president · general manager)

DEPARTMENTS

DEPARTMENT	HEAD (NAME · ROLE)	REPORTS TO

MARKETING DEPARTMENT TODAY

PERSON · ROLE	PROCESSES CARRIED	TOO MANY? (MARK)

ORG CHART

Marketing Strategy · Chapter 9 · People and Organisation

Processes with nobody

Who marketing must convince to get a resource

ORG CHART

Marketing Strategy · Chapter 9 · People and Organisation

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Leadership (owner / board · president · general manager)

Owner, who is also the president · general manager

Departments

Sporting — Sporting director (coach and staff) — General manager

Academy — Academy coordinator — General manager

Finance — Part-time finance person — General manager

Stadium and security — Stadium manager — General manager

Marketing — Marketing manager — General manager

Commercial — Commercial manager — The owner, skipping the general manager

Marketing department today

Marketing manager — Community, brand, calendar, matchday, communication, content, media relations, part of new sources — MARK — 8 processes

Commercial manager — Sponsors, tickets

Volunteer photographer — Match photos, when he can

20 matchday volunteers — Stands and gates; coordinated by nobody

Processes with nobody

Stakeholders, brand health, the unexpected, rituals, fan media, merchandise, food and drinks

Who marketing must convince to get a resource

The general manager for budget, the coach for players, the owner for anything commercial: three people for every request.