**Role Profile**

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| **Job Title:** | Marketing Officer (Full Time) | | |
| **Reports To:** | Chief Executive | **Jobs Reporting into the Job Holder:** | None |
| **1. Job Purpose** | | | |
| * To lead, drive & monitor all aspects of the Aldershot Town Football Club Marketing Strategy to meet annual targets * To work with the Communications Officer to implement the Communications Plan; increasing awareness of matches, projects, campaigns and events across the Club, and track progress through key milestones * The role will focus on developing all aspects of the Club’s marketing & brand with a focus on match day ticketing, merchandise & commercial events. * To lead the development of creative marketing campaigns, including social media and digital marketing, ensuring maximum impact through effective implementation from beginning to end | | | |
| **2. Principal Accountabilities/Responsibilities** | | | |
| * Support the commercial, ticketing & merchandise staff in achieving the annual budget * Managing day to day relationships, the Marketing Officer will work with a variety of key stakeholders & colleagues ensuring all promotions and key sales dates are met and to brand guidelines * Develop, co-ordinate and track the Club’s social media channels with activities and provide monthly reports * Co-ordinate the design and development of appropriate marketing material, media, content & tactical campaigns for the various marketing tools & strategies * Assist in monitoring and influencing the Club’s brand integrity and highlight areas that need updating or improving * Liaise with all marketing suppliers professionally and ensure all services they provide are delivered to specification and in a timely fashion * Develop, implement, monitor & report on regular email campaigns * Review and manage the Club’s image library and take photographs when required * Liaise with colleagues across the Club to ensure marketing initiatives’ messages are appropriate, timely and on-brand * Effectively monitor, maintain and utilise the Club’s database * Monitor & report upon the Club’s Marketing Strategy to ensure activities are on schedule * Maintain product knowledge on the full range of goods and services provided by the Club * Lead the development of a membership scheme providing benefits to fans * Lead the Club’s partnership with the Shots Trust to ensure effective delivery of Trust events and campaigns * Lead the development & co-ordination of a number of themed matches throughout the season * Pro-actively engage with stakeholders in Rushmoor & neighbouring boroughs to reach potential new fans of the Club; co-ordinating match day experiences for target groups which will encourage attendance at home games * In partnership with the Shots Foundation, co-ordinate a variety of activities pre match, at half time and post match at home games throughout the season, ensuring they are delivered to time and to a high quality * Ensure compliance with evolving data protection laws (GDPR) | | | |
| **3. Key Skills & Experience Required:**   * Will have excellent communication skills both on the phone, in person and written * Must be “customer oriented” and a strong administrator * Must be able to establish positive relationships with colleagues and stakeholders and command the respect of others * Must be able to present a highly professional image when representing the Club * Must be self-motivated and be happy to support the team in the varied role * Must demonstrate a thorough approach to work, and able to organise him/herself effectively * Will have a generally outgoing personality and enjoy social interaction | | | |