**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
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| **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)
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| **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
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