



Job Title	Head of Marketing
Department/Group	Marketing Department
Responsible to	Managing Director
Location	Place(s) of work will be MEMS Priestfield Stadium, Redfern Avenue, Gillingham, ME7 2PE
Hours of Work	40 hours per week, 9am-5pm Monday to Friday, however it does require some flexibility
Salary	£38,000 - £42,000 per annum
To Apply	Please email your CV, accompanied by a cover letter to enquiries@priestfield.com
Job Description	
<p>ROLES AND RESPONSIBILITIES</p> <ul style="list-style-type: none"> • Create and deliver a modern, entertaining, multi-channel marketing strategy for Gillingham Football Club • Develop GFC's brand presence to ensure consistent and effective positioning in the market • Plan and implement a wide variety of online and offline marketing campaigns (football and non-football) that are in line with GFC's business objectives • Plan and implement an entertaining weekly social media plan, manage social media pages, and monitor social media trends to maximise engagement, specifically focusing on content creation around GFC's First Team • Support the sales team with collateral and content • Work with all GFC departments to ensure all marketing campaigns align with the core brand message • Source and manage specialist interns to support GFC's marketing efforts • Drive engagement rates and audience growth • Manage annual marketing budget • Support website management, including oversight over GFC in-app marketing <p>Personal Specification</p> <ul style="list-style-type: none"> • Marketing experience required • Strong understanding of all social media platforms • Desire to be a hands-on team player who helps deliver the club's marketing • Working knowledge of SEO • Able to manage a varied workload, specifically the ability to differentiate between the marketing requirements of football (entertainment) versus non-football (commercial) • Demonstrable graphic design skills • Proficient in Adobe Premiere, Photoshop, Microsoft packages, Hootsuite, to name a few • Team player who liaises easily with various GFC departments • Exceptional writing skills and attention to detail • Excellent communicator • Capable of prioritising and efficiently working on multiple concurrent projects in a fast-paced environment 	