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| 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 per annum |
| To Apply | Please email your CV, accompanied by a cover letter to [enquiries@priestfield.com](mailto:enquiries@priestfield.com) |
| Job Description | |
| Roles and Responsibilities   * 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 oversite over GFC in-app marketing   **Personal Specification**   * 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 | |