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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 |
| 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
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