

Job Description

Group Head of Communications & Marketing

Position: Head of Communications & Marketing	Department: Marketing & Communications	Reporting to: Chief Executive Officer
Salary: £50,000 - £60,000 p/a	Contract: Full Time / Permanent	Hours per week: 37.5 (5 days out of 7)

Job purpose:
 The Head of Marketing & Communications will lead the strategic planning, development and delivery of all marketing, media, communications and brand activity across the Club and wider Group businesses.

The role is responsible for driving audience growth, supporter engagement, brand awareness, commercial promotion and reputational management through innovative and effective communication strategies. The successful candidate will oversee all external and internal communications, digital platforms, marketing campaigns, media relations and content production while ensuring consistency of brand and messaging across all departments.

The role will also support wider Group operations including hospitality, events, commercial partnerships, community initiatives and venue activity.

Role Competencies:

Planning Timescales:

- Develop and implement an integrated marketing and communications strategy aligned with the Club and Group’s commercial and operational objectives.
- Identify opportunities to grow audiences, increase engagement and enhance supporter/customer experience.
- Develop creative marketing campaigns to promote fixtures, events, hospitality, retail, ticketing and Group initiatives.
- Monitor marketing trends, audience behaviour and competitor activity to identify new opportunities and innovations.
- Analyse digital and campaign performance using analytics tools and reporting systems.
- Ensure marketing and communications support is provided for events, conferences and non-matchday activity.
- Support major events and launches across Club and Group operations.

Decision Making:

- Manage reputational risk and support senior leadership with crisis communications and media strategy.
- Ensure all public communications are accurate, professional and aligned with organisational values.
- Drive growth in digital engagement, online reach and audience interaction through targeted content strategies.
- Monitor marketing trends, audience behaviour and competitor activity to identify new opportunities and innovations.

Impact & Influence:

- Lead all brand positioning, ensuring consistency in messaging, tone of voice and visual identity across all platforms.
- Lead the Club and Group’s external and internal communications activity.
- Act as the main communications contact for media organisations, governing bodies and key stakeholders.
- Support sponsorship activation and partner visibility through marketing and communications campaigns.
- Collaborate with Group businesses to deliver integrated promotional activity across all brands and venues.
- Exceptional written and verbal communication skills with the ability to influence stakeholders at all levels.

Skill Level:

- Oversee all digital platforms including website, social media, email communications, streaming platforms and digital campaigns.
- Lead the creation of engaging multimedia content including video, graphics, photography and editorial features.
- Ability to generate creative ideas while balancing commercial and operational objectives.
- Ability to develop and implement long-term marketing and communications strategies that deliver measurable outcomes.
- Excellent organisational and project management skills with the ability to manage multiple priorities simultaneously.

Communication:

- Oversee press operations including interviews, press conferences, media accreditation and matchday media management.
- Ensure all public communications are accurate, professional and aligned with organisational values.
- Oversee matchday communications and media operations.
- Ensure coordinated delivery of live content, media management and supporter communications on event days.
- Exceptional written and verbal communication skills with the ability to influence stakeholders at all levels.

Budget Management:

- Manage departmental budgets and ensure efficient allocation of resources.
- Work closely with commercial, ticketing, hospitality, retail and community teams to support revenue generation and business growth.
- Support sponsorship activation and partner visibility through marketing and communications campaigns.

Lead & Develop:

- Provide leadership, mentoring and day-to-day management to the marketing, media and communications team.
- Set clear objectives, performance targets and development plans for staff.
- Foster a high-performance, collaborative and creative working culture.
- Strong people management skills with experience leading and developing high-performing teams.

Operating Parameters:

- Work closely with commercial, ticketing, hospitality, retail and community teams to support revenue generation and business growth.
- Collaborate with Group businesses to deliver integrated promotional activity across all brands and venues.
- Support sponsorship activation and partner visibility through marketing and communications campaigns.
- Accountable for delivery of integrated marketing and communications activity across Club and Group operations. *(This would normally sit as an accountability statement if included in the final JD.)*

Essential Job Criteria:

- Degree-level qualification in Marketing, Communications, PR, Journalism or related field (or equivalent experience).
- Significant experience in a senior marketing, communications or media leadership role.
- Proven experience managing integrated marketing and communications campaigns.
- Strong understanding of digital marketing, social media and audience engagement strategies.
- Experience managing media relations and reputational communications.
- Demonstrable experience of leading and developing teams.
- Excellent copywriting, editing and communication skills.

- Experience managing budgets and reporting on campaign performance.
- Strong organisational skills and ability to work under pressure.
- Ability to work evenings, weekends and matchdays when required.
- Confident decision-maker with the ability to manage high-pressure and fast-moving situations.

Desirable Job Criteria:

- Experience working within professional sport, football, hospitality or live events industries.
- Knowledge of video production, photography and graphic design processes.
- Experience with CRM systems, paid media campaigns and analytics platforms.
- Understanding of EFL, football media operations and sports broadcasting environments.

Personal Attributes

- Enthusiastic, driven and highly motivated.
- Professional, approachable and confident.
- Creative thinker with a proactive mindset.
- Flexible and adaptable to changing priorities.
- Passionate about sport, entertainment and audience engagement.
- Committed to delivering high standards across all areas of the business.

Safeguarding - We are committed to safeguarding and protecting children and young people (CYP) and at-risk Adults (ARA) Our expectation is that you will fully accept your responsibility for the safety and welfare of all CYP and ARA by being fully conversant with all our safeguarding policies and reporting anything that does not appear to be correct. The post maybe subject to an enhanced DBS check and yearly self-declarations.

Equality & Diversity – must be able to demonstrate that equality, diversity and inclusion will be maintained and developed across all programmes and areas of the business.

Competency Total: 210

Level 5