

Department:	Communications
Job title:	Marketing Manager
Salary:	Depending experience
Contract type:	Permanent, Full-Time
Hours:	There are no set standard hours of work for this role but the minimum contracted number would be 37.5 hours per week over the course of seven days, when deemed necessary. The candidate will be required to have a flexible approach to working hours, including match days and such hours as necessary for the full and proper performance of the role, taking into consideration the nature of the club's business.
Responsible to:	Communications Manager
Location:	Eco-Power Stadium, Stadium Way, Doncaster, DN4 5JW Cantley Park Elite Performance Centre, Aintree Avenue, Doncaster, DN4 6HR
Regular working hours:	Office hours are Monday to Friday 09:00-17:30. With this post, there will be weekend and evening work as part of the nature of the Club Doncaster organisation.

Purpose of the post:

The Marketing Manager will lead the development and delivery of integrated marketing strategies to drive ticket sales, strengthen supporter engagement, and retain customers.

Key duties and responsibilities:

- Oversee the matchday experience across all home games at the stadium.
- Support fan and community engagement at the organisation, collaborating with supporters, staff, coaches and players to support activities on matchdays and events.
- Conduct and analyse the results of regular supporter surveys.
- Lead family and other activities focused on younger supporters at the Clubs', including junior supporter Clubs, family experience activities and school and junior football team visits.
- Support the communications manager by posting content directly when necessary.
- Develop and deliver marketing plans aligned with commercial and organisational objectives.
- Lead multi-channel marketing campaigns to drive ticket sales, memberships, hospitality bookings, and event attendance.
- Manage and grow Club Doncaster and its teams' digital presence across website, email marketing, social media and other advertising outlets.
- Work closely with the commercial, media, retail and operations teams to maximise fan engagement and revenue opportunities.
- Create compelling content and promotional activity to strengthen supporter loyalty and attract new audiences.
- Oversee branding and consistency across all Club communications and promotional materials.
- Manage marketing budgets and evaluate campaign performance using analytics and reporting tools.
- Coordinate matchday and event marketing activity, including fan engagement initiatives and promotional activations.
- Develop partnerships with sponsors and stakeholders to deliver high-impact campaigns and commercial value.
- Monitor industry trends, competitors activity, and supporter behaviour to identify new opportunities.
- Support community and CSR initiatives to enhance Club Doncaster and its teams' profile across the region.
- Work with external agencies, suppliers and creative partners, where required.
- Line manage the Club's graphic designer.
- Ensure all marketing activity aligns with safeguarding, GDPR and organisational policies.
- Support across all Clubs and third party events at the stadium where necessary with activations that improve fan and consumer experience.

Club Doncaster:

- Adhere to company policies and procedures.
- Active participation in continuing professional development.
- Act at all times with utmost good faith to the club(s) and company.
- Devote full attention and ability to fulfilment of the duties required by the role.
- To work closely with fellow staff, maintain good relationships, and collaborative working practices.
- To work with colleagues throughout Club Doncaster to extend knowledge and skills in order to identify and develop best practice.
- To undertake other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements.
- Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner at all times.
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.

Person specification:**Our non-negotiables:**

1. Be punctual and prepared for all meetings.
2. Clear and respectful communication with your peers and customers.
3. Keeping to deadlines set by your line manager or senior management.

Our values:

- We are **proud** of our work and our working environment(s).
- We are **passionate** about everything we do.
- We are **high performing** in everything we do.
- We move **forward as one** as a group of staff and organisation.

Character specification:

- Embody high energy, enthusiasm and humility.
- Being customer focused in providing the best supporter or client experience possible.
- Perform all assigned tasks efficiently and in a timely manner.
- Flexibility in doing things differently to improve efficiency.
- Able to communicate effectively and confidentially individually and in group situations.
- Listen and respects other people's views and opinions.
- Can develop open and effective relationships with all colleagues.
- Awareness of impact of own behaviours on others and is able to modify approach or style to achieve results.

Important information:

The above mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Applicants must hold a full driving licence. It is the employee's responsibility to ensure up-to-date documentation is provided to Club Doncaster.

About Club Doncaster:

Club Doncaster is the elite brand of sporting organisations working to support and strive forward our community. Our spoken aim is to be: ***an ambitious and successful club of which the community is proud of.***

We work with a culture that promotes unity, creativity and aspiration to promote success – this is why we are Club Doncaster.

We look for people with passion, honesty and who embrace a challenge on a daily basis, with the energy and passion to strive forward and prove each day.

Safeguarding:

Club Doncaster takes its safeguarding responsibility very seriously. This means recruiting the correct people for Club Doncaster.

We acknowledge our clear responsibility to safeguard children and vulnerable groups in our care, and have policies and guidelines to ensure this.

The successful candidate will have to complete an Enhanced DBS check before starting employment with the club.

Equal opportunities:

Club Doncaster is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Our Recruitment and Selection Policy, Code of Conduct, Diversity & Equality Policy, Equal Opportunities Policy and Right to work in UK Policy are available to all applicants on request.