

Marketing & Content Executive

Job Title: Marketing & Content Executive

Reporting to: General Manager

Location: Aggborough Stadium, travel required to training ground and away venues

Contract term: Full time, permanent

Purpose of the Role:

To achieve our goal of driving continued growth off the field we are looking for a driven Marketing & Content Executive to join our team.

The Marketing & Content Executive will primarily lead on creation of marketing and commercial collateral with the specific aim of generating revenue for the business, encompassing both football and non-football products.

This role requires a creative individual with a passion for delivering high-quality content who is looking to seamlessly integrate themselves into a thriving sports business.

Key Duties and Responsibilities:

- A lead on creation of marketing and commercial collateral with the specific aim of generating revenue for the business, to include weekly and targeted newsletters, flyers, advertisements & social media graphics
- Attendance at Club first team matches to provide additional still and video content for club social media platforms, working where necessary with club photographer(s) or independently, as well as general media cover as may be necessary from time to time
- Production of the club's matchday highlights package in a timely fashion, coordinating as necessary with relevant filming or analysis crew.
- Production of a non-stop calendar of visuals across club social media platforms, with an emphasis the balance between 'football' material and collaborating with club commercials partners to create engaging content

- Attendance at Club Academy and Women's matches as necessary to provide content for club channels.
- Capture of imagery and content creation and/or notable club events, including new player signings, key football stories, annual team photo, commercial events
- Support the Head of Media with ad hoc production of content for the club's website and match day programme.
- Supporting the wider team to provide cover where necessary across key club admin functions
- Coordinate with all departments to develop and implement new marketing initiatives
- Deliver interesting & exciting content for social media to increase engagement and follower growth
- Utilise data analytics to inform marketing strategies and decision-making processes
- Ensure accurate collection, analysis, and reporting of marketing data, utilising data analytics and creating insights to inform marketing strategies and aid strategic decision-making across the business

Skills required

Essential:

- Proven experience of content creation & marketing activities with a passion for delivering exceptional content
- Proficiency in social media platforms and digital marketing tools
- Advanced skill level in Adobe Photoshop or similar image creation software
- Advanced skill level in Adobe Premiere Pro video editing software
- Advanced skill level in Mailchimp e-marketing software or similar
- Confidence in handling and operating filming equipment
- Excellent written skills, ideally with experience of writing for and about football or a similar sport
- Ability to work independently with a strong enthusiasm and initiative for growth
- A professional and diligent approach to all aspects of work
- Ability to work in a fast-paced environment and manage multiple projects simultaneously

- Flexibility is key due to the nature of the business and the varied hours of work that come with it

Preferred:

- Experience within sports or entertainment industry
- A good understanding of metrics analysis and social media trends to help shape content

This Job Description is not an exhaustive list of tasks but represents the key duties and responsibilities required by the role. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

You will need to have the Right to Work in the UK or be able to obtain this by the start date. Unfortunately, we are unable to offer visa sponsorship for this role.

The closing date for applications, to be sent to commercial@harriers.co.uk is Wednesday 19th June 2024.

Kidderminster Harriers Football Club recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds.

Benefits

- This is a full-time role working 40 hours per week. During the busy football season, you will be expected to work match days which can fall on weekends and evenings
- Salary from £25,000 p/a dependent on experience
- Contributory pension scheme
- 28 days annual leave including Bank Holidays
- Paid day off for your Birthday
- Free parking
- 2x Kidderminster Harriers FC season tickets
- Access to complimentary tickets for a range of sports venues