

Job title: Media & Marketing Content Manager
Location: Poolfoot Farm Sports & Leisure Complex – Thornton Cleveleys
Hours: Full Time inc evenings / weekends when required

As Fleetwood Town Football Club continues to grow, we are seeking a forward thinking and diverse Media & Marketing Manager to join the team based at our offices within Poolfoot Farm Sports & Leisure Complex in Thornton - Cleveleys.

The Media & Marketing Content Manager will implement and review the Club's media and marketing strategy, ensuring it is always completely aligned to the Clubs overall objectives. You will be responsible for creating engaging content and campaigns across all the Club's media platforms, including the club website and social media channels.

You will work closely with the Club's key stakeholders (Head Coach / Chairman / CEO / Club Secretary) to fulfil media requests and to advise on media messaging and strategy.

You will be responsible for overseeing and managing the day-to-day operation of the football press office. You will also oversee the department's social media content, matchday activity and proactively manage all media relations, including crisis management issues.

As well as on-pitch departments, you will also work closely with the Club's off-the-pitch departments to maximise publicity and coverage for commercial areas where appropriate (retail / ticketing / commercial sponsors etc.).

You will also play a big part in bringing together the Global Network of clubs with Fleetwood Town has, acting as a key part of the worldwide central marketing team.

Roles & Responsibilities (but not limited to):

- Ensure the ongoing development of the Club's social media strategy, managing and monitoring all the club's social media channels, alongside the Press Officer where appropriate.
- Create engaging, up-to-date and eye-catching social media content for the whole Fleetwood Football Group.
- Work in co-operation and fully support the Club's marketing and commercial departments to ensure maximum exposure of all club-related products and also to support commercial sponsors and partners with media activity.
- Work in-conjunction with the chosen website provider, to ensure best practice digital strategy is created and implemented and to help ensure the website is up to a very high standard.
- Monitor social media stats, including player and staff tweets/posts – ensuring they are appropriate and compliant at all times with the relevant bodies
- Assist in managing media operations and working with broadcasters on a match day.
- To work in-conjunction with the other Heads of Departments on fan engagement matters.
- Be the main conduit for building relationships with national, regional and local media.
- Any other reasonable request made by the Senior Management Team.

- As a public representative of the Club to adopt high standards of professionalism, timekeeping, and appearance at all times.
- Provide match day support for home games and away games where necessary and appropriate, co-ordinating post-match press conference with manager and interview requests for players. Then produce manager quotes piece for website and player interview if required.

Qualifications:

- Ability to work to tight deadlines
- Diligent and attention to detail
- Able to work in a fast-paced environment

If you are a motivated individual with a passion for media and marketing and possess the required skills, we encourage you to apply for this exciting opportunity as our new Media & Marketing Content Manager.

What you need to do now

If you're interested in this role, please send an up-to-date copy of your CV and cover letter to:

Recruitment@fleetwoodtownfc.com

If you have any questions, please contact Jamie Sykes our Group Recruitment Manager:

Jamie.sykes@fleetwoodtownfc.com

Fleetwood Town Football Club and Fleetwood Town Community Trust are committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment.

This information is available in different formats if required. Please contact Fleetwood Town Football Club directly on 01253 775080



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