



Aberdeen Football Club Job Description

Name:			
Job Title:	Marketing Coordinator		
Line Manager:	Marketing Manager		
Line Manager for:	N/A		
Date Started:			
Overall Purpose of Job:			
<p>The Marketing Co-ordinator will work alongside the AFC Marketing team to enhance our digital presence and engagement with fans.</p> <p>This role will be responsible for developing and implementing marketing campaigns across various platforms to drive awareness, fan engagement and revenue growth.</p>			
Main Responsibilities/Description of Duties:			
<ul style="list-style-type: none"> Develop and execute digital marketing campaigns to drive the club's marketing strategy and support all revenue-generating areas of the club. Create, publish, and edit content for the club's digital platforms including website, social media, and email marketing. Plan and execute paid digital advertising campaigns (PPC, display ads, and social media ads). Monitor and analyse digital marketing performance metrics to optimise campaigns and report on effectiveness. Assist in the planning and development of the marketing calendar. Assist with internal departments (retail, ticketing, commercial, supporter sales) to co-ordinate marketing initiatives. Liaise with external suppliers, printers, and photographers when necessary. Assist with marketing activities on matchdays. <p><i>Please note that this job description is not designed to cover a comprehensive list of activities, duties or responsibilities that are required of the employee for this role. The duties and responsibilities may change within reason at any time with or without notice to suit the needs of the Club.</i></p>			
Person Specification - Experience/Qualifications/Training/Personal Qualities			
Essential: <ul style="list-style-type: none"> Strong understanding of digital marketing channels and strategies Experience in paid digital advertising Ability to interpret data and optimise campaigns Highly organised and proactive with the ability to manage multiple projects simultaneously Concern for standards with a close attention to detail 	Desirable: <ul style="list-style-type: none"> A strong understanding of the football industry, including its ecosystem, key stakeholders, fan culture, and competitive landscape. Knowledge of football marketing trends, sponsorship strategies, and fan engagement initiatives. Proficiency in graphic design, video editing, and multimedia content production. 		

<ul style="list-style-type: none"> • Ability to build positive working relationships both internally and externally 	<ul style="list-style-type: none"> • Ability to derive actionable insights from marketing metrics.
Signed by Employee:	Signed by Line Manager:
Date:	Date: