

## Aberdeen FC Community Trust Job Description

<b>Name:</b>	
<b>Job Title:</b>	Marketing and Events Officer
<b>Line Manager:</b>	Business Development and Partnership Manager
<b>Line Manager for:</b>	N/A
<b>Date Started:</b>	

### **Overall Purpose of Job:**

The Marketing Officer will work alongside the Business Development and Partnership Manager, with support from the AFC Marketing team, to administer and generate a variety of marketing projects for the AFC Community Trust, with an emphasis on social media and digital messaging. This will encompass both internal and external communications to ensure the positive work being carried out by the Trust is disseminated clearly and effectively to all core audiences.

In addition, this role will help develop and maintain key partnership and stakeholder relationships through the provision of engaging communications. Positive sponsor/donor engagement will ensure that our supporters are recognized in a way that is meaningful to them.

### **Main Responsibilities/Description of Duties:**

#### **Marketing**

- Create and deliver content for AFCCT's primary communication channels – website, social media, direct mail and e-mail campaigns.
- Develop creative content and utilise latest trends in social media and marketing to showcase the range and impact of the trust's varied programmes
- Create copy for internal and external audiences to convey the impact of donations/funding across both print and digital channels.
- Create internal communications plan for AFCCT staff and volunteers.
- Work with the Business Development and Partnership Manager to plan and develop the marketing calendar, ensuring it is continually updated.
- Assist AFCCT staff in the creation of their marketing and communication briefs for submission to the AFC Marketing and Communications teams.
- Assist with planning and execution, including marketing of AFCCT events throughout the year eg Fundraising Lunch, AFCCT Day.
- Coordinate all AFCCT staff player requests with the AFC Head of Communications.
- Where necessary, assist with marketing activities on a match-day.

#### **Client Engagement**

- Support the Business Development and Partnership Manager to develop and cultivate relationships with key supporters through bespoke communications that highlight the impact of their donation/sponsorship.
- Work with the AFCCT team to identify, develop and disseminate stories that highlight the impact of support through a range of bespoke communications for supporters.

- Support the Business Development and Partnership Manager in the tracking of recognition opportunities offered to supporters
- Support the Business Development and Partnership Manager, and the wider AFCCT team, to produce an annual Donor Impact Report to send to existing donors and for use in cultivation of new supporters.
- As part of the acknowledgement process, produce personalised acknowledgement and stewardship letters for signature by Senior Leadership staff.
- Work with colleagues across AFCCT to provide event management.

**Person Specification: Experience/Qualifications/Training/Personal Qualities**

**Essential:**

- Ability to work under pressure.
- Good copywriting skills.
- Ability to work independently and generate ideas.
- Highly organised and proactive.
- Concern for standards with a close attention to detail.
- Effective team player.
- Ability to build positive working relationships both internally and externally.
- Flexible regarding working hours.

**Desirable:**

- Experience using Content Management Systems.
- Willing and able to take projects from start to finish.
- Experience of client relationship management.
- Event experience.

**Signed by Employee:**

**Signed by Line Manager:**

**Date:**

**Date:**