



DURHAM WOMEN FC

Address: Durham University Sports Park, Maiden Castle, Stockton Road, Durham, DH1 3SE
Company Number: 08729505

Job Title: Media & Marketing Officer

Location: Durham, UK

Club: Durham Women Football Club

Reports To: Directors

Job Type: Full-time

Salary: Competitive, based on experience

Job Summary

Durham Women Football Club are seeking an enthusiastic and forward-thinking individual to join the club as Media & Marketing Officer. The successful candidate will take a leading role in producing content for the club's social media channels and website as well as devising and delivering initiatives to grow the club's fanbase both online and through attendance at home fixtures.

Key Responsibilities

- Manage the club's social media channels and official website - ensuring a regular stream of engaging and informative content covering written articles, video, graphics and imagery.
- Monitor social media analytics and trends to ensure the club remains at the forefront of digital innovation.
- Attend all home and away fixtures to provide coverage for club channels and handle on-site media requests from broadcasters and media.
- Devise and deliver on initiatives to increase the club's attendance at home games.
- Edit the club's Match Day Programme - ensuring all league and partnership requirements are met and that print deadlines are adhered to.
- Lead on the club's Sister Club Programme, liaising with grassroots clubs around fixture attendance, tournaments and mascot opportunities.
- Handle all external media enquiries and identify suitable opportunities for the club to gain positive media coverage.
- Work with club partners on activations and campaigns to positively promote their brands and work with the club.

- Bring new ideas through competitor and market analysis.
- Assist with producing and delivering a first-in-class fan experience on home match days.
- Operate the club's CRM and ticketing systems - monitoring and handling supporter data in accordance with GDPR.

This list is not intended to be exhaustive and the successful candidate may be asked to complete other roles and duties to ensure the successful running of the football club.

Qualifications & Experience

Essential

- A degree in Marketing, Media, Sports Journalism or a related field
- Strong knowledge of the Adobe Creative Suite (or equivalent) and experience of video editing and graphic design
- Knowledge of using a CMS (e.g. WordPress)

Desirable

- Experience of working in a professional sporting environment
- Full, clean driving licence

Personal Attributes

- Creativity: Developing new, exciting ideas to help grow the club's online presence.
- Proactivity: Identify opportunities to promote the club positively and grow attendance.
- Attention to Detail: Ensuring that content is accurate, informing and engaging.
- Resilience: Ability to handle challenging situations calmly and effectively.
- Teamwork: Working with internal and external stakeholders to achieve results.

How to Apply

Interested candidates should send a CV and cover letter outlining their suitability for the role and including links to examples of their work to dawn.hepple@durhamwfc.co.uk.

Equal Opportunity Employer

Durham Women Football Club is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.