



Aberdeen Football Club Job Description 2026

Name:	
Job Title:	Marketing Manager
Line Manager:	Director of Marketing and Communications
Line Manager for:	Marketing Assistant
Date Started:	
Overall Purpose of Job:	
The Marketing Manager will lead the implementation of marketing strategies and develop and co-ordinate marketing campaigns that support the revenue-generating areas of Aberdeen Football Club. This role focuses on driving day-to-day marketing activities and elevating the club's presence in the community, while enhancing fan engagement and brand development.	
Main Responsibilities/Description of Duties:	
Leadership and Strategy Implementation: • Collaborate with the Director of Marketing and Communications to implement marketing strategies that align with the club's overall objectives. • Lead and manage the marketing team, ensuring the delivery of high-quality campaigns and content across various channels.	
Campaign Management: • Develop and execute marketing campaigns across digital, social media, email, print, and events to meet departmental needs. • Monitor and manage online advertising activity, ensuring spend is within budget and optimising for maximum effectiveness.	
Commercial Support: • Work with all revenue generating departments; commercial and events, supporter services, retail, to further promote commercial revenue streams. • Collaborate with the commercial team to support sponsorship activations and partner campaigns. • Develop marketing materials that maximise the value delivered to club sponsors and assist with conference and events marketing initiatives.	
Content Creation and Management: • Work alongside the content team to facilitate the creation and execution of content for Aberdeen FC's digital communication channels, including the website, social media, and email campaigns. • Ensure all marketing materials are consistent with the club's brand and messaging.	
Project Coordination: • Develop and maintain the shared marketing calendar, planning day-to-day activities for the department.	

- Establish agendas for weekly marketing meetings, ensuring progress is made on all actions.
- Act as the key point of contact for all internal marketing requests, interpreting briefs and guiding output from the wider team.

Data Analysis and Reporting:

- Work with the Insights Manager to segment the database and ensure relevant messaging reaches all supporter groups.
- Collaborate with the Insights Manager to analyse marketing campaign performance and provide data-driven insights for continuous improvement.
- Prepare reports on marketing activities and campaign performance for senior management.

External Liaison:

- Liaise with external suppliers, printers, and photographers to complete campaigns on time and within budget.
- Support the activation of partnership and sponsorship agreements to maximise exposure and value for both the club and partners.

Fan Engagement:

- Identify opportunities to enhance fan engagement and loyalty through targeted campaigns, offers, and experiences.
- Utilise fan feedback and data to personalise communications and create a sense of belonging among supporters.
- Conduct research to understand fan behaviour and industry trends, planning and coordinating marketing activities and partnership activations on matchday.

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.

Person Specification - Experience/Qualifications/Training/Personal Qualities

Essential:

- Comfortable managing a budget
- Experience delivering multi-channel marketing campaigns and using digital marketing tools.
- Experience producing and monitoring digital advertising (e.g., Facebook Ads).
- Extensive experience using CRM/stakeholder management systems, interrogating data, and reporting.
- Ability to analyse data and develop information into reports for wider dissemination or presentation.
- Detail-oriented and highly organised with

Desirable:

- 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.
- Ability to derive actionable insights from marketing metrics.

the ability to manage multiple projects simultaneously. • Ability to work to deadlines. • Intermediate to advanced skills in Microsoft Word, Excel, and PowerPoint. • Excellent copywriting and editing skills. • Event management experience. • Comfortable managing a budget.	
Signed by Employee:	Signed by Line Manager:
Date:	Date: