



<b>Job Title</b>	<b>Digital Marketing Executive (Part Time, 16 hrs per week)</b>
<b>Department</b>	<b>Sales &amp; Marketing</b>
<b>Salary</b>	<b>£25,000 FTE (Pro Rata)</b>

### Profile Summary

We are seeking a talented and passionate Digital Marketing Executive to join our team. This role will involve managing various marketing activities, with a particular focus on design and social media management, designing, and curating content for newsletters and to support both match day and event sales. You will be required to work closely with the General Manager, Operations Manager and Board of Directors. This is an exciting opportunity to contribute to the growth and promotion Stirling County Rugby Club.

### Position Summary

#### Primary role:

- Social Media Management: Design, develop and execute social media strategies for all the various teams, events and business sectors of the Club.
- Enhance brand awareness engaging and interacting with our audience.
- Using scheduling software such as Hootsuite to create compelling and visually appealing content for social media platforms, including Facebook, Twitter, TikTok, Instagram, and LinkedIn.
- Promote all club match days and events to maximize sales.
- Monitor social media channels, responding to comments, and engaging with followers.
- Design visually appealing graphics, including promotional materials, banners, social media posts, and website visuals as required
- Create engaging content for all newsletters, showcasing club news, upcoming events, player interviews & community initiatives.
- Keep the club website up to date
- Design and schedule regular mail campaigns to members and sponsors using Mailchimp
- Ensure consistent branding and messaging across all marketing materials.
- To support all club activities working under the guidance of The Club Management

#### Match Days

- Attend games and produce accurate and engaging live match scores & results for our various social channels, including pre-match and post-match content.
- Capture key moments, highlight player performances, and provide insightful analysis to engage fans and supporters.
- Post content to promote

#### Events

- Using tools such as Hootsuite to help schedule and maximize sales through social media posts.
- Market the Club, using imagery and customer feedback to improve online profile and to generate sales.
- When appropriate, live streaming of events to showcase the Club

Key Responsibilities/Duties
<b>Functional Role</b>
<p><b>OTHER RESPONSIBILITIES</b></p> <ul style="list-style-type: none"> <li>• To always go the extra mile and ensure we maximise all opportunities.</li> <li>• Professionally and competently support the club.</li> <li>• Always present oneself professionally and efficiently creating a positive image.</li> <li>• Ensure that while you undertake your role you abide by Health &amp; Safety at Work act 1974 and safe systems of work appropriate to your role.</li> <li>• Understand the importance of adhering to any standard operating procedures or club policies with reference to Hazard spotting, First Aid reporting, and Reporting accidents.</li> <li>• To have a complete understanding of procedure in the event of fire.</li> <li>• To ensure the Health &amp; Safety and COSHH legislation is adhered to.</li> <li>• To assist with Fire Safety Training and fire drills.</li> <li>• Maintain a good working relationship with your colleagues creating a team that works well together and with other departments.</li> <li>• Maintain vigilance regarding theft and potential security risks.</li> <li>• Actively seek ways to improve Club online profile</li> <li>• To look for ways to upsell or increase revenue where possible through Digital Marketing.</li> </ul> <p><b>SECONDARY FUNCTION</b></p> <ul style="list-style-type: none"> <li>• Assist with any ad-hoc tasks to ensure the club operates smoothly and as required.</li> <li>• Attend Job chats and performance reviews.</li> <li>• Attend and conduct annual appraisals.</li> </ul>
<b>Authority</b>
<ul style="list-style-type: none"> <li>▪ Use of Digital Marketing budget to facilitate online profile growth</li> </ul>
<b>Organizational Relationships</b>
<b>Reporting Relationships</b>
Reports to General Manager
<b>Internal Communication</b>
Operations Manager, Board of Directors, Finance, Bar & Events Staff
<b>External Communication</b>
Followers, Members, and Visitors

To apply please send a CV and Cover Letter to [jack@stirlingcounty-rfc.co.uk](mailto:jack@stirlingcounty-rfc.co.uk) by 5pm 14/9/2024