



Role Description and Person Specification

Job Title	Head of Media and Marketing
Package	Voluntary based
Reports to	Commercial Director
How to apply	Send CV / Covering Letter to: ryan@Weymouthfootballclub.co.uk
Application closing date	30 th April 2025

Our Club

Formed in 1890, Weymouth Football Club is the heart and soul of the town and local community, boasting a rich history in non-league football. Alongside our Men's team, the club is proud to have a thriving Women's team and maintains close ties with its U23 side, developing the next generation of players for the first team.

Our club thrives on the passion of its fans and the dedication of generous volunteers who support us through thick and thin. We are a community-owned club, with ownership spread among numerous individual shareholders and guided by a hardworking board of nine directors. The Bob Lucas Stadium, our iconic home ground, stands as a testament to Weymouth's storied footballing legacy.

Our Values

Our core values are at the heart of the club, and we feel passionate about holding ourselves, the club and all its stakeholders accountable to the following values:

INTEGRITY

Moral, honest, and consistent commitment to what we say

TRANSPARENCY

Clear, open, and easily understood

COMMUNITY

Giving back, promoting unity through the beautiful game



Main Purpose of the Role

The Head of Media and Marketing will play a pivotal role in shaping and executing the club's media and marketing strategy. This hands-on role involves overseeing all media activities while actively creating engaging content to support the club's goals, help increase revenue, provide value to club partners and promoting both the footballing and business side of the club.

Cross Club Responsibility:

- Always act with integrity and prioritise the best interests of the football club
- Always serve as an ambassador for the club
- Understand and respect all stakeholders, from fans to shareholders
- Maintain professionalism and a strong work ethic

Main Responsibilities

While the club may occasionally ask you to take on additional roles and responsibilities your core focus will include:

- Oversee and manage the social media team, driving an engaging and consistent online presence.
- Ensure sponsors and partners receive maximum brand awareness through media activity.
- Design and create visually compelling content, including photography, videography, and branding materials.
- Produce high-quality video media content for the club, partners, and sponsors, enhancing our storytelling efforts.
- Promote and raise awareness of club events, strengthening community ties.
- Support the commercial team by attracting new sponsors while adding value for existing partnerships.
- Oversee the matchday programme, ensuring quality and relevance for fans and stakeholders.
- Be operationally available on matchdays to manage live updates, tweets, and interviews.
- Collaborate with the Commercial Director to maintain a cohesive media strategy.
- Create content for the club website, newsletters, and outbound sales materials.
- Drive growth in social media following and create high-quality, engaging posts.
- Manage relationships with 3rd party media outlets.
- Work alongside matchday staff & announcement teams



Person Specification	
Experience	Essential
Social media management, trends, updates and analytics	✓
Previous track record in creating media and marketing strategy	✓
Worked within media in a sporting environment	✓
Managing and overseeing a team	✓
Skills	Essential
Excellent communication and creative writing	✓
Ability to work well under pressure	✓
High attention to detail & planning	✓
Graphic design platforms	✓
Press releases and interviews	✓
Photography / Videography / Websites	✓
Excellent people management	✓
Event planning	✓
Working from own initiative	✓