



Role Profile

Aston Villa Women Media and Marketing Officer

Role Reports To: Aston Villa Women General Manager

Role Purpose: The Aston Villa Women Media and Marketing Officer will lead on all marketing, communications and creation of multi-media content for Aston Vila Women's team and the Regional Talent Club, in order to advance the profile and reputation of the Aston Villa Women's and Regional Talent Club departments.

Main Responsibilities and Accountabilities

- Attendance at all Aston Villa Women home and away games to oversee all media responsibilities including liaising with opposition media and FA media representatives
- Provide pre-match build-up and full match commentary on social media
- Write AVWFC match reports to be used across AVFC, AVWFC and WSL media channels
- Liaise with wider AVFC media personnel to ensure all areas are covered including photography and videography and to produce video and audio content
- Ensure AVWFC website and social media channels are up-to-date with relevant and engaging content around AVWFC players and coaching staff
- Lead on the content and production of AVWFC matchday programme, as well as providing women's content for the men's match day programme
- Work with RTC to raise the profile of U10-U16 teams football including trials, results and international call ups
- Work with the AVWFC General Manager to introduce fan-based programmes, events and initiatives to appeal to club and WSL supporters of all ages, to encourage their attendance at matches
- Implement FA national marketing campaigns at a local level to increase awareness and attendance at home games. Work with The FA national marketing team to deliver joint objectives and attend regular marketing meetings held at different venues across the country
- Work with the marketing department to communicate effectively for individual games and campaigns such as season tickets
- Work closely with the Aston Villa Communications Director to ensure content and messaging is consistent and aligned with wider Aston Villa digital and media platform messaging
- Ensure Aston Villa Women is compliant with all media, marketing and broadcasting regulations stipulated by the FA for the women's game
- Any other reasonable duties and responsibilities which your manager or another senior officer of the Club asks you to perform

Key Skills & Experience

- Demonstrated marketing experience and/or marketing qualification
- Experience of creating social engagement content
- Open to travel and working weekends and week-nights (mainly to attend football matches)
- Capable of working effectively within strict deadlines and a fast-paced environment
- Able to work on own initiative
- Confident communicator
- An interest in women's football and enthusiastic about developing women's football at this exciting time;
- Knowledge of developing video content, social media engagement strategies and principles of marketing

Aston Villa Football Club is an inclusive institution that provides a welcoming environment to supporters, the local community, customers, employees, contacts and competitors. We want to ensure that the Club and all its subsidiaries are free from discrimination of any kind, embracing all regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex (gender), religion or belief.