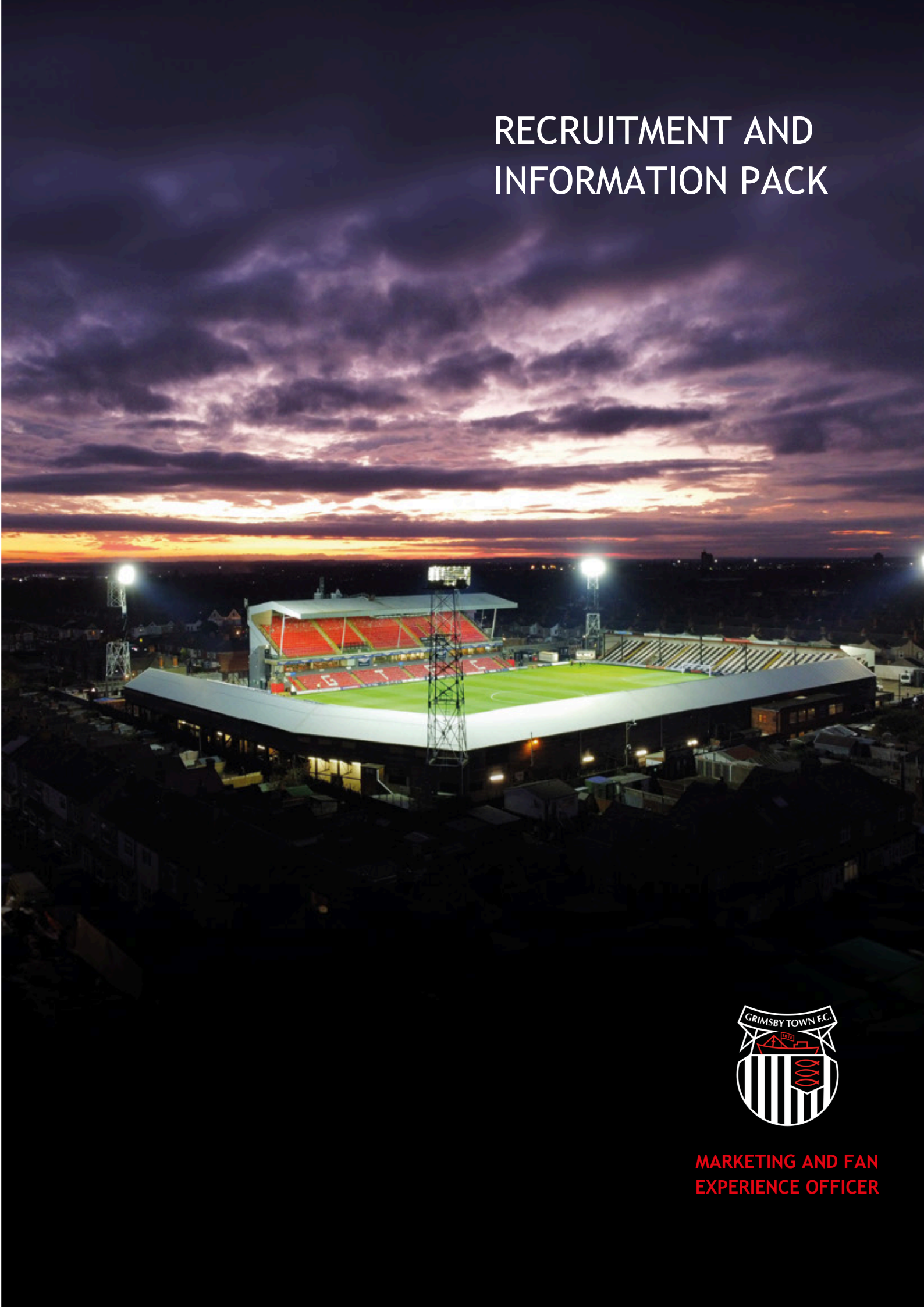


RECRUITMENT AND INFORMATION PACK



**MARKETING AND FAN
EXPERIENCE OFFICER**



ABOUT US

Grimsby Town Football Club is an English football club based in the seaside town of Cleethorpes, North East Lincolnshire.

Founded in 1878 as Grimsby Pelham, the Club was renamed Grimsby Town a year later and went on to become Lincolnshire's leading football club, spending many years in the top two divisions and twice reaching the semi-final of the FA Cup.

The Club is owned by 1878 Partners Ltd, and since their takeover in 2021, they have made it their mission for there to be a real tangible connection between fans and the Club.

Along with a long-established Men's First Team who play in the EFL Sky Bet League Two, the Club also has an academy known for developing talent, a Women's First Team who compete in Division One North and the Grimsby Town Foundation, which last year delivered a charitable spend of over £4m.

The next chapter of Grimsby Town Football Club is in our hands. Together, we can achieve greater things. And to achieve greater things we need a great team.

WHO WE ARE

We don't just work for Grimsby Town Football Club – we are Grimsby Town Football Club. It's a remarkable story that began in 1878 and has continued uninterrupted ever since.

There is nothing bigger and nothing more powerful in uniting so many people – through purpose, passion and pride – than a football club. It's people's identity. It's their family; their heritage. It's where they belong. This is something that cannot be undone. The bond, ties and loyalty are forever. And by being here, we are part of the story.

This is no ordinary job. This is an extraordinary opportunity. We are more than staff, players, managers, coaches, analysts, physios, stewards, and volunteers. We are friends, supporters, promoters, entertainers, role models and, in some cases, idols and legends. But we cannot be any of these things without each other.

None of us is bigger than all of us. Every day, we strive for better. We are a football club, but we're at the heart of something much bigger. A club formed from its community now has the power to define its community. We are today's authors of this black and white story.

This moment has been 146 years in the making. And the next chapter is in our hands. Together, we can achieve greater things. And to achieve greater things we need a great team, and this is where you come in.



WHAT THE ROLE IS

Working as a key member of the Marcomms team at Grimsby Town Football Club, this role is responsible for leading the delivery of positive match day experiences for supporters attending games at Blundell Park. It plays a vital part in increasing attendance and ticket sales through strategic marketing campaigns and fan engagement initiatives that reflect the Club's identity.

The role also involves creating compelling content and campaigns to drive revenue and bookings, while meeting EFL criteria and exceeding the expectations of commercial partners to support both retention and growth.

MAIN ROLES & RESPONSIBILITIES

- Oversee strategic initiatives and ticket incentives to drive attendances and deliver themed match days i.e. Remembrance Matchday, Rainbow Laces and other EFL campaigns.
- Attend all men's first home games, some away matches and women's first team matches at Blundell Park and promote all aspects of the matchday experience through the Club's channels
- Co-ordinate key activity such as player appearances, Foundation events and commercial partnerships
- Lead on the Club's annual EFL Family Excellence submission
- Line manage the Match Day Coordinator, Club Mascot (Mighty Mariner) Mascot Co-ordinator and Programme Co-ordinator
- Co-ordinate all pre-match and half-time competitions/activations
- Co-ordinate and maintain the Club's online presence for retail, commercial, streaming, events and Foundation
- Support the delivery of email and social media marketing campaigns to promote initiatives, events, products and services
- Produce digital content for website, social and in-stadium channels using Adobe Creative Suite apps Premier Pro and Photoshop
- Produce marketing materials and assets as and when required
- Participate in regular department meetings, including recommending improvements to assist with fan engagement





KNOWLEDGE & EXPERIENCE

To be able to deliver this role, there are skills and experiences we are looking for. We'd want you as a minimum to have:

Essential

- A degree-level qualification in Marketing or a relevant subject
- Line management experience
- Experience working in a marketing role and posting content across the various social media platforms
- Previous experience creating content using Adobe Creative Suite apps Premier Pro and Photoshop and working
- A problem solver with a can-do attitude

Desirable

- Previous experience working in a commercially focused role.
- Knowledge of Grimsby Town FC and/or the football industry in general

CLUB VISIONS & VALUES

All employees, workers, students and volunteers are expected to operate within and always demonstrate a commitment to the Club's values:

- Proud to be GTFC: it is a privilege to wear the badge and we do it with pride
- Trust in Town: we rely and depend on each other to do our best
- Stand up for the Mariners: we show courage and positivity in the face of new challenges
- One of Our Own: we treat each other like family
- Always Improving: we raise the standards in everything we do





B CORPORATION

Grimsby Town Football Club is currently working towards B Corp Certification. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. To achieve certification, a company must:

- Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status
- Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website

B Corp Certification is holistic, not exclusively focused on a single social or environmental issue. And the process to achieve and maintain certification is rigorous and requires engaging teams and departments across the whole organisation. All employees, workers, students and volunteers are expected to commit to the journey of achieving B Corporation Status.

SAFEGUARDING STATEMENT

Grimsby Town Football Club is committed to safeguarding the welfare of children and young people and expects all staff and Volunteers to endorse this commitment. This post requires an Enhanced Disclosure and Barring Service Check (DBS) as such it is exempt from Rehabilitation of Offenders Act (1974). Therefore, all convictions including spent convictions that have not been subject to filtering by the DBS should be declared. Relevant information and / or documents will be distributed as part of the recruitment process.

EQUALITY, DIVERSITY AND INCLUSION

Grimsby Town Football Club's commitment to Equality, Diversity and Inclusion is to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy or maternity and to encourage equal opportunities (Protected Characteristics, Equality Act 2010).

Employees, workers, students and volunteers at Grimsby Town Football Club must ensure a positive commitment towards Equality, Diversity and Inclusion by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders.





WHAT YOU'LL GET IN RETURN

Salary: £25,000 (gross) per annum

Contract Type: Permanent

Holidays: 28 days annual leave, inclusive of Bank/ Public Holidays

Hours: Full time, 37.5 per week, including some evenings and weekends to support with matches (home, away and Women's First Team when required)

Company pension scheme

Opportunity to work for an EFL League Club

Support for health and wellbeing, including access to Mental Health First Aiders and confidential counselling

Staff social activities

Inclusive and welcoming environment - equality, diversity, and inclusion priorities are embedded throughout the Club

Discount in the Grimsby Town Football Club shop

2 x complimentary tickets to home games

Interested? To apply, please submit your application through the EFL iRecruit portal by clicking [HERE](#).

Please visit [GTFC Vacancies](#) for more information.

Please note we are unable to accept CV's for this position. All applications must be submitted through the EFL iRecruit portal in order to be considered.

The closing date for applications is Friday 27 June 2025

Interviews will take place week commencing Monday 30 June 2025

Please note we reserve the right to close the vacancy earlier than scheduled if a sufficient number of applications are received.

Grimsby Town is an equal opportunities employer and aims to ensure all applicants are treated fairly and equitably regardless of gender, race, colour, ethnicity, age, disability, social economic background, religious or political beliefs, marital status, maternity or paternity or sexual orientation.

Grimsby Town Football Club is proud to be a Disability Confident Committed employer. We are dedicated to creating an inclusive environment where all individuals, regardless of ability, feel welcome and supported. We actively encourage applications from people with disabilities and are committed to making reasonable adjustments throughout the recruitment process and in the workplace.



North East Lincolnshire is a great place to live and bring up a family. There are a number of beautiful locations in and around the area of Grimsby and Cleethorpes which are ideal places to live, and our house prices are among some of the most affordable in the country. We are also on the doorstep of the Lincolnshire Wolds - an area of outstanding natural beauty.

Grimsby is at the centre of one of the biggest renewable energy booms in the whole of Europe, resulting in a growth of retail, hospitality and leisure facilities across North East Lincolnshire. Cleethorpes is blessed with one of the longest and naturally beautiful beaches and the town has great events that attract visitors from all over the country, including carnivals, air displays, street markets and other cultural events.

The location also has great transport links with two train stations, an international airport less than 20 miles away, and being less than an hour away from Hull, Lincoln and Doncaster.

North East Lincolnshire is a truly wonderful place to live and work.



Blundell Park
Cleethorpes
DN35 7PY