



GRIMSBY TOWN FOOTBALL CLUB

RECRUITMENT AND INFORMATION PACK

COMMUNICATIONS MANAGER

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.



JOB PURPOSE

Grimsby Town Football Club is seeking a dynamic and experienced Communications Manager to lead and enhance our internal and external communications. You will play a vital role in shaping how the Club and Foundation engage with fans, the local community, media, and governing bodies. With a strong commitment to storytelling, creativity, and community impact, this role is central to the Club's growth and identity.

MAIN ROLES & RESPONSIBILITIES

Communication Strategy & Content Development

- Deliver internal and external comms strategies aligned with Club vision and values
- Collaborate with Marketing to grow audience and digital presence
- Create and manage engaging content for web, social media, and email
- Develop story-led campaigns reflecting Club identity and inclusive values

Fan and Community Engagement

- Lead fan communication with timely, respectful responses
- Organise Fans Forums for transparent supporter dialogue
- Integrate community features and partnerships into Club comms
- Support EFL Family Excellence with aligned messaging and evidence
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Media & PR Relations

- Serve as primary media contact and maintain press relationships
- Coordinate pre/post-match press conferences with Club staff
- Oversee all PR, including proactive media and crisis comms

Publications & Programme Management

- Lead production of professional, engaging matchday programmes

EFL Liaison & Governance

- Act as main contact for EFL comms and represent Club at league meetings
- Ensure compliance with EFL guidelines across all communications

Line Management

- Manage Media Officer and Photographer, providing coaching and feedback
- Support their growth as communicators and Club ambassadors



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Communications Manager

KNOWLEDGE & EXPERIENCE

To be able to deliver this role, there are skills and experiences we are looking for are:

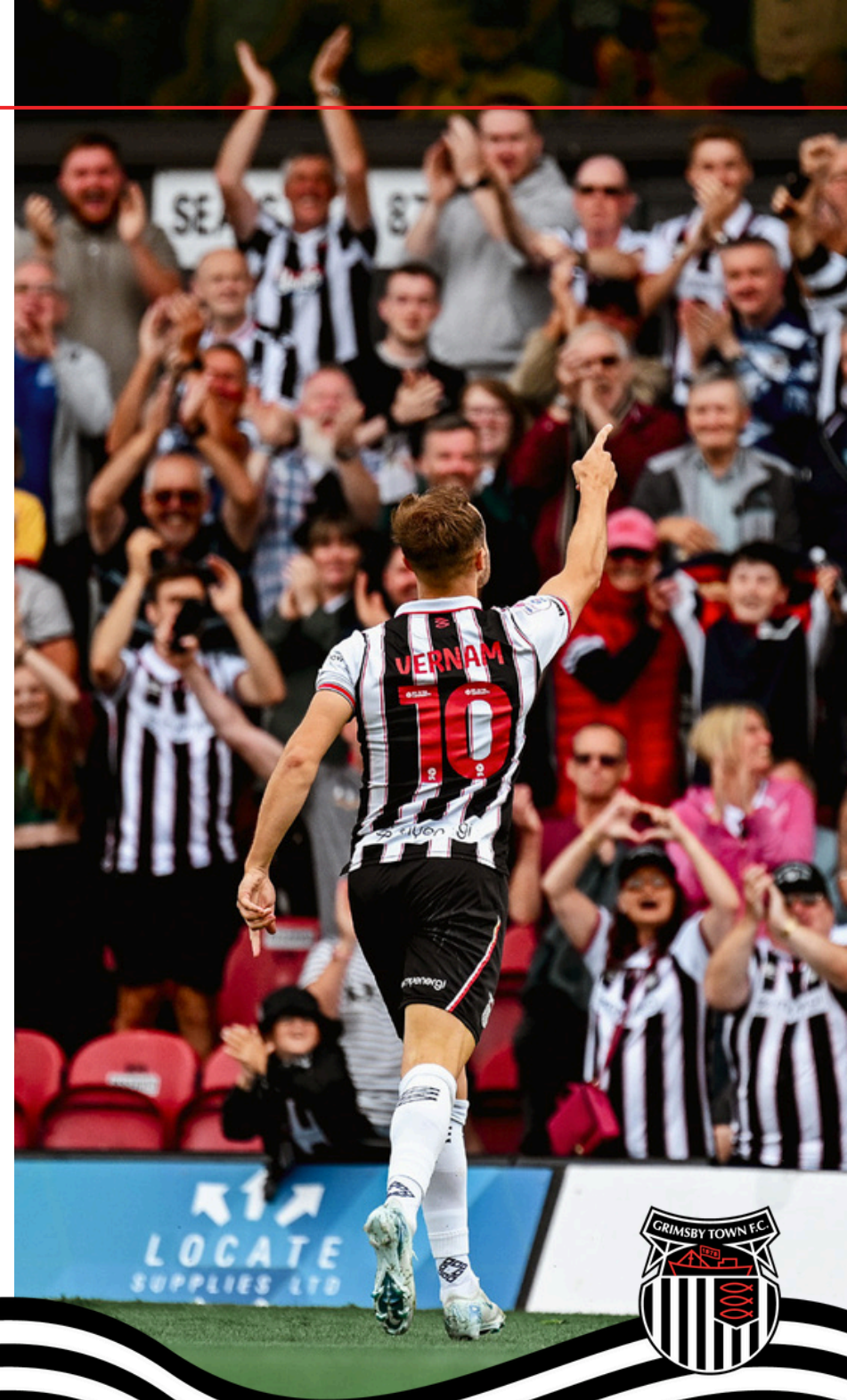
Essential

- Proven experience in a communications, media, or PR role
- Excellent verbal and written communication skills
- Previous experience of developing/delivering to a strategy
- Ability to manage multiple priorities under pressure and tight deadlines
- Strong understanding of social media platforms, web content management, and digital marketing
- Experience working with or within a football club, sports organisation, or community-focused institution

Desirable

- Previous line management experience
- Familiarity with EFL structures, campaigns, and fan engagement frameworks
- Previous experience delivering campaigns with measurable impact
- Knowledge of Adobe Creative Suite and/or digital content creation tools

As we work with young people this role will be subject to a DBS check and have due regard for safeguarding and child protection policies, including the welfare of children and young people.



ENVIRONMENTAL RESPONSIBILITY

Grimsby Town Football Club is committed to operating in an environmentally responsible and sustainable way. As part of our ongoing efforts, we are proud to be working towards the goals of the EFL Green Clubs scheme — a league-wide initiative to improve environmental practices across football.

We strive to reduce our environmental impact, promote sustainability in our operations, and encourage awareness and positive action across our staff, fans, and wider community. All employees, workers, and volunteers are expected to support the Club's environmental values and contribute to building a greener future for football.

SAFEGUARDING STATEMENT

Grimsby Town Football Club is committed to safeguarding the welfare of children and young people and expects all employees, workers, students 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 & 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 of 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.

DISABILITY CONFIDENT COMMITTED

As a Disability Confident Committed employer, Grimsby Town Football Club is dedicated to creating an inclusive and accessible environment for all. We actively support our employees, workers, students, and volunteers by making reasonable adjustments where needed and ensuring that individuals with disabilities or long-term health conditions are supported to remain in and thrive within their roles. This commitment reflects our ongoing efforts to promote equality, remove barriers, and value the contributions of everyone in our community.



EMPLOYEE BENEFITS

Salary £30,000 PA

28 days annual leave inclusive of bank/public holidays

Permanent contract. Full time, 37.5 hours per week

Company pension scheme

Staff social activities

Complimentary tickets to GTFC home games

Discount in the Grimsby Town Football Club shop

Support for health and wellbeing, including access to occupational health support and confidential counselling

Inclusive and welcoming environment – equality, diversity, and inclusion priorities are embedded throughout the organisation

Interested? To view the full job description and to apply, please visit the EFL iRecruit page by clicking [HERE](#).

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

The deadline for applications is **Friday 22nd August 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.



RECRUITMENT & INFORMATION PACK

Communications Manager

LOCATION

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.





INTERESTED?

For further information and application
information via iRecruit, please visit
gtfc.co.uk/category/vacancies

Grimsby Town Football Club, Blundell Park,
Cleethorpe, North East Lincolnshire, DN35 7PY