



Job Description: Head of Media & Marketing

Job Title	Head of Media & Marketing
Reports to	Board of Directors
Contract Type	Full-time
Salary	Negotiable based on experience, with potential for performance-related bonuses.
About Stevenage FC	Stevenage Football Club is an ambitious, established League One football club with a clear strategic vision for the future. With a commitment to excellence on and off the field, we strive for continuous growth, innovation, and development.
The Role	To define, lead, and deliver the club's media and marketing function as a core driver of growth. This role will be responsible for defining and delivering a commercially focused, integrated strategy across marketing, media, brand, and communications, with a clear emphasis on driving audience growth, engagement, and revenue generation. To lead the department on a day-to-day basis while ensuring a high standard of performance, delivery, and accountability within a fast-paced, evolving environment. This is a unique opportunity to take ownership of a key function and play a central role in shaping the future growth of a forward-thinking professional football club.
Key Responsibilities	<ul style="list-style-type: none">• Define and deliver a commercially focused, integrated strategy across marketing, media, brand, and communications, aligned with board-level objectives• Lead and evolve the club's marketing and media output across all platforms, ensuring a strategic, performance-driven approach• Own and optimise all media and communication channels to maximise audience growth, engagement, and conversion• Grow and monetise the club's audience, driving performance across ticketing, retail, hospitality, and partnerships, while supporting the development of new revenue opportunities



- Take ownership of the club’s CRM and digital systems, supporting implementation and leading their utilisation to deliver data-driven campaigns that drive audience growth, conversion, and lifetime value
- Track, analyse, and report on performance across all media and marketing activity
- Collaborate cross-functionally across departments to support partner activations
- Lead and develop the media and marketing team, driving high-performance standards and fostering a culture of ambition and creativity.

Who We’re Looking For

This role requires a blend of strategic thinking, executional excellence, and leadership ability. We’re looking for someone who understands how media, marketing, and audience growth drives commercial impact - and is motivated by the opportunity to be a key part of an innovative football club.

The ideal candidate will have:

- Proven experience in a senior marketing and media role, ideally within sport, media, entertainment, or a high-growth consumer-facing environment
- A track record of growing engaged audiences and delivering measurable commercial outcomes through effective marketing
- The ability to lead a team within a fast-paced environment, while collaborating effectively across departments and stakeholders
- Strong strategic capability combined with a willingness and ability to operate hands-on and deliver execution
- A deep understanding of modern consumption trends, digital platforms, and audience behaviour
- Experience working with CRM systems and data to optimise performance, and improve conversion and fan lifetime value
- A passion for football, combined with the ambition and drive to progress and make a meaningful impact within a high-growth environment





STEVENAGE FOOTBALL CLUB

www.stevenagefc.com | www.borotickets.co.uk | info@stevenagefc.com



How to Apply	To apply, please submit your CV, a cover letter outlining your suitability for the role, along with a portfolio of relevant work to: vacancies@stevenagefc.com
Application Deadline	24/04/2026
Employability Statement	Stevenage Football Club is committed to being an equal opportunities provider.
Equal Opportunities Statement	Stevenage Football Club is an equal opportunities employer and staff will be regarded equally and will be given equal opportunities irrespective of sex, age, race, religion or belief, marriage or civil partnership, disability, sexual orientation, gender reassignment, pregnancy or maternity, ethnic or national origin.
Safeguarding Statement	Stevenage Football Club is committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment.



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