



RECRUITMENT PACK FOR THE ROLE OF ***DIGITAL EXECUTIVE***

PERMANENT - FULL TIME ROLE
HOURS PER WEEK: 37.5 HOURS
LOCATION: STADIUM



DIGITAL EXECUTIVE **RECRUITMENT PACK**

The Digital Executive plays a key role in delivering Ipswich Town's digital strategy across the Club's website, app, CRM and other owned and operated channels. Working closely with the App & Digital Marketing Manager and the wider content team, the role exists to build the Club's digital relationship with supporters — helping deliver marketing campaigns and managing our owned digital channels so that fans receive relevant, timely and engaging content throughout the football calendar.





DIGITAL EXECUTIVE **RECRUITMENT PACK**

KEY RESPONSIBILITIES:

- Support the App & Digital Marketing Manager in the day-to-day management and development of the Club's official app, website and digital platforms.
- Play a key role in planning and executing web and app content, including homepage placements, push notifications, in-app messaging and promotional modules.
- Help plan and deliver engaging app experiences, and ensure website content is accurate, timely, accessible and aligned with the Club's wider brand.
- Identify opportunities to increase app downloads, registrations, active users and engagement, and look to increase repeat visits.
- Support initiatives designed to convert casual website and social audiences into registered and active supporters.
- Support the Club's CRM activity – building supporter segments and coordinating personalised, data-led messaging across app, email and website.
- Monitor digital performance and make recommendations to improve the supporter experience across our owned and operated channels.
- On occasion provide digital channel support on matchdays, including evenings and weekends, alongside day-to-day office hours.
- Take an active role with management of social media as required.



DIGITAL EXECUTIVE **RECRUITMENT PACK**

PERSON SPECIFICATION

	Essential	Desirable
Knowledge and Experience	• Experience managing or contributing to website and app content and features. • Strong understanding of digital platforms and supporter/fan behaviour. • Experience delivering digital marketing campaigns.	• Experience in a sport, entertainment or fast-paced consumer brand. • Experience with CRM or email marketing platforms.
Skills and Abilities	• Proficient in social media, app management, SEO and paid media. • Exceptional interpersonal and communication skills, both written and verbal. • Good organisational and planning skills. • Sound strategic thinking, project management and planning skills. • Good knowledge and understanding of Content Management Systems.	• Working knowledge of analytics tools such as Google Analytics (GA4) and app store analytics.



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PERSON SPECIFICATION

	Essential	Desirable
Education and Training	• No specific qualification required — equivalent experience will be considered.	• Degree or qualification in marketing, digital media or a related field.
Other Requirements	• Safeguarding responsibility • Willingness and ability to work evenings, weekends and matchdays as required by the football calendar.	



DIGITAL EXECUTIVE **RECRUITMENT PACK**

WHO ARE WE?

Already one of the most storied clubs in England, following the successes of Sir Alf Ramsey and Sir Bobby Robson in the 1960s, 70s and 80s, the club's takeover by Gamechanger 20 Ltd in 2021 began a journey which has taken Town from the third tier to the top-flight. Three promotions in four seasons, two of which were to the Premier League, delivered success at Portman Road for the first time in a generation, sparking a major growth curve for the club both on and off the pitch.

Significant investment has been made in all areas of the club in recent years, with upgrades to Portman Road making our home a venue fit for world class concerts, top-level boxing and other major events. The summer of 2026 saw the opening of the club's new state-of-the-art training complex at our Playford Road base, in what is a major step for the club in order to build a platform for sustained success.

The work of our vibrant Foundation underpins our commitment to Ipswich and Suffolk, with a full range of initiatives supporting our aim to build an empowered, inspired, and inclusive community.

The club is committed to building an inclusive, ambitious, hard-working, passionate and energetic team off the pitch as well as on it, with our people knowing they can make a real difference as we strive for further success.

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IF THIS IS YOU:

If you are interested in applying for the role, please complete an [online application](#) form detailing why you are the ideal candidate for this position. Please note CVs will not be accepted for this role.

Please note that due to the high volume of applications we receive; only those successfully shortlisted for the role will be personally contacted. Therefore, if you haven't heard from us within four weeks of the closing date, please assume you haven't been shortlisted on this occasion.

SAFEGUARDING STATEMENT

Ipswich Town Football Club is committed to safeguarding the welfare of children, young people and adults at risk and requires all employees to share this commitment and promote the welfare of these groups. Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory Enhanced DBS Check (with children's barred list check) and references.

EQUALITY STATEMENT

The successful candidate must ensure a positive commitment towards equality and diversity 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.



WELCOME TO SUFFOLK

There is a traditional theme running through Suffolk. It is a region of seaside entertainment, fish and chips on the beach and lazy days in the county.

Beautiful Constable countryside, fabulous coastline, remarkable wildlife and more. You can take a step back in time to explore Suffolk's fascinating history, and get right back up to date by visiting the modern, bustling town of Ipswich. There are also some great beaches in and around the area.

Ipswich has a unique, diverse identity with high quality restaurants, harbourside cafes, arts and shopping opportunities, making it the ideal place to live.

Wider job opportunities for your family are readily available in and around Ipswich in a number of different industries.

COMMUTING:

Ipswich is well connected both domestically and internationally.



Heading west on the A12, London is 86 miles away, while northbound on the A14 you can be in Cambridge within 60 minutes.



Frequent trains from Ipswich to London go directly into Liverpool Street and take just over 60 minutes



Ipswich Station,
Burrell Rd,
Ipswich
IP2 8AL