



RECRUITMENT PACK FOR THE ROLE OF ***CAMPAIGN MARKETING LEAD***

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



CAMPAIGN MARKETING LEAD **RECRUITMENT PACK**

The Marketing Lead owns the planning and delivery of Ipswich Town's integrated marketing campaigns, driving revenue and supporter engagement across ticketing, memberships, hospitality, retail and the Club's wider commercial priorities. Reporting to the Marketing Director and working alongside the Digital, Creative and Business Intelligence leads, the role turns commercial objectives and supporter insight into campaigns that grow our fanbase and deliver measurable results.

This person leads the Campaigns team, briefing our in-house creative studio and managing agency partners to deliver high-quality work across paid, owned and earned channels. This is a hands-on leadership role for a commercially minded marketer who understands what drives football supporters.





CAMPAIGN MARKETING LEAD **RECRUITMENT PACK**

KEY RESPONSIBILITIES:

- Develop and own the annual campaign calendar, aligned to the football calendar and the Club's commercial priorities, including season ticket and membership renewal and acquisition, matchday ticketing, hospitality, retail and women's team campaigns.
- Plan, deliver and evaluate integrated, multi-channel campaigns across email, app, web, social, paid media, print and in-stadium, setting clear objectives and KPIs for each.
- Lead campaigns to grow priority audiences, including women and girls, juniors and families, the local Suffolk community and international supporters, including creating and promoting international membership products.
- Help shape and grow the Club's membership offer, maximising its value and appeal, making sure there is a membership product for each supporter segment, and working with Ticketing to meet ticketing objectives.
- Work with the BI Lead to use supporter data, CRM, segmentation and personalisation to move fans from their first visit to our website through to their first matchday and beyond, driving conversion and growing the Club's supporter database.
- Translate briefs from Ticketing, Commercial, Retail and other departments into campaign plans, keeping stakeholders regularly updated on progress and performance.
- Brief and work closely with the Creative Lead and in-house design team, and with the Digital Manager, to produce compelling campaign assets, ensuring all marketing output reflects the Club's brand positioning and messaging.
- Manage campaign budgets and agency relationships (including paid media), reporting on performance and ROI and using insight to optimise live activity and future campaigns.
- Line-manage, coach and develop the Marketing Executive and potential future recruits in the campaign team.



CAMPAIGN MARKETING LEAD **RECRUITMENT PACK**

PERSON SPECIFICATION

	Essential	Desirable
Knowledge and Experience	• 5+ years' marketing experience with a track record of success, from football, sport or a high-performing consumer brand. • Proven experience planning and delivering integrated, multi-channel marketing campaigns with measurable commercial results. • Experience using CRM and email platforms, segmentation and lifecycle marketing to grow and engage a customer database. • Experience managing marketing budgets and external agencies. • Experience line-managing or] • Developing junior team members.	• Experience in football, sport, entertainment or a ticketed or membership-led consumer brand. • Experience of membership or subscription products, and of marketing to international audiences.
Skills and Abilities	• Strong commercial awareness and the ability to turn business objectives into campaign plans. • Excellent stakeholder management, able to influence across departments and at senior level. • Exceptional communication skills, both written and verbal, with a strong creative eye. • Excellent organisational and project management skills, able to run multiple campaigns to deadline. • Confident using data and performance reporting to make decisions.	• Working knowledge of paid media (Meta, Google, TikTok), email/CRM platforms and GA4.



CAMPAIGN MARKETING LEAD **RECRUITMENT PACK**

PERSON SPECIFICATION

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



CAMPAIGN MARKETING LEAD **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.

CAMPAIGN MARKETING LEAD **RECRUITMENT PACK**

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