THE COMPLETE MARKETING DEPARTMENT

People and Leadership

Around thirty positions in five areas under the marketing director. Very few organizations have all of it: it is a map of the territory. Processes first, positions second. Roles that carry the identity stay inside; specialist roles can be collaborations or agencies; many-hands roles suit volunteers and interns.

Community and supporter relations

Head of community · supporter liaison officer · membership manager · community officer

Brand and content

Head of brand and content · content producer · photographers · video makers · editors · graphic designer · copywriter · archivist

Communication and media

Head of communication · press officer · social media manager · creator partnerships manager · digital manager (website, app, newsletter)

Commercial

Head of commercial · partnership manager and account managers · ticketing manager · retail and licensing manager · hospitality manager · business club manager · events manager

Operations and data

Matchday producer · CRM and data manager · marketing coordinator

How many people (football, marketing + commercial)

Big-league top division: 30–100+ · medium-country top division: 5–15 · second division: 1–5 · amateur: volunteers. Ambition changes the calculation.

Which roles first

1. Lead marketing and commercial together · 2. Content and communication · 3. Sales and partnerships · 4. Community and data · 5. Matchday producer · then specialists. Combine ticketing + community, content + social, matchday + events, retail + licensing. Do not combine selling and producing content.