



## Job Description

We are seeking a dynamic and experienced Marketing Manager to join our football academy as a **remote staff**. As a Marketing Manager, you will be responsible for developing and implementing strategic marketing initiatives to promote our academy, increase brand awareness, attract talented players, engage with the community, and drive revenue generation opportunities. You will play a crucial role in shaping our brand identity and expanding our reach in the competitive football landscape.

### Responsibilities:

#### 1. Develop and Execute Marketing Strategies:

- Create comprehensive marketing strategies to enhance the academy's visibility and achieve business objectives.
- Identify target markets, segments, and key demographics to tailor marketing efforts effectively.
- Utilize both traditional and digital marketing channels to maximize exposure and engagement.
- Develop marketing campaigns, promotions, and initiatives aligned with the academy's goals.

#### 2. Brand Management:

- Establish and maintain a strong brand identity for the football academy.
- Ensure consistent brand messaging and visual identity across all marketing materials and channels.
- Monitor brand perception and adjust marketing strategies as needed.

#### 3. Digital Marketing:

- Develop and manage the academy's digital presence, including website, social media, email marketing, and online advertising.
- Create engaging and relevant content to attract and retain the target audience.

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**LEAD FIRST ACADEMY**  
Football Education Character



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- Implement search engine optimization (SEO) strategies to improve online visibility and organic reach.
  - Track and analyze digital marketing metrics to optimize campaigns and drive conversions.
4. Sponsorship and Partnership Development:
- Identify potential sponsors, partners, and collaborators to support the academy's initiatives.
  - Develop compelling sponsorship proposals and pitch materials to secure partnerships.
  - Manage relationships with sponsors and partners, ensuring fulfillment of contractual obligations and mutual benefits.
5. Community Engagement:
- Plan and execute community outreach programs and initiatives to foster relationships and promote the academy's involvement.
  - Collaborate with local organizations, schools, and community groups to create mutually beneficial partnerships.
  - Represent the academy at events, trade shows, and football tournaments to generate awareness and build connections.
6. Market Research and Analysis:
- Conduct market research to stay informed about industry trends, competitor activities, and audience preferences.
  - Analyze data and marketing metrics to evaluate campaign effectiveness and identify areas for improvement.
  - Use market insights to inform decision-making and optimize marketing strategies.

GET IN TOUCH: Assorko-Essaman, Takoradi Western Region, Ghana  
Tel: (+233) 0541707388/ 0552569469 Email: leadfirstacademy@gmail.com



## 7. Budgeting and Reporting:

- Develop and manage the marketing budget, ensuring cost-effective allocation of resources.
- Prepare regular reports on marketing activities, performance metrics, and return on investment (ROI) to present to senior management.

## Requirements

- A bachelor's degree in marketing, business administration, sports management, communication management or a related field is required.
- 2 or more years working experience.
- Previous experience in marketing or sports marketing is advantageous.
- Previous experience working with an NGO or working with youth development programs
- Experience with traditional marketing methods such as print media, outdoor advertising, and event marketing.
- Proficiency in various marketing strategies, including digital marketing, social media marketing, content creation, brand management, and event marketing.
- Basic knowledge of website management and search engine optimization (SEO) and understanding of graphic design and video editing tools is a plus.
- Familiarity with market research techniques and the ability to identify target audiences and develop effective marketing strategies to attract potential sponsors, donors, or partners.
- A strong understanding of football and the football industry is essential. The marketing manager should be familiar with the dynamics of the sport, and the target audience for the academy.
- Excellent communication skills, both written and verbal, to effectively convey the academy's message and engage with players, parents, sponsors, and the wider football community.
- Strong networking abilities to establish relationships with organizations, sports influencers, and other relevant stakeholders to promote the academy.
- The marketing manager should be able to think creatively and develop innovative marketing ideas to



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differentiate the academy from others.

- Ability to identify and capitalize on emerging trends and technologies in the marketing field to maximize the academy's visibility and reach.
- The marketing manager should work collaboratively with other departments within the academy, such as coaching staff, administration, and operations, to align marketing initiatives with overall objectives.
- Strong leadership skills to manage marketing teams, agencies, or external vendors, ensuring that marketing campaigns are executed effectively and efficiently.
- A genuine passion for nurturing young football talents and supporting their development is essential. The marketing manager should be able to convey the academy's mission and values to all stakeholders

### **How to Apply**

Send your CV, Cover Letter and Certificates to [info@leadfirstacademy.org](mailto:info@leadfirstacademy.org)

### **Application Deadline**

11:59pm GMT, 31<sup>st</sup> July, 2023