

Job Description:

Function:	Marketing
Position:	Digital Marketing Executive
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Regional Marketing Manager
Additional reporting line to:	None
Position location:	Brighton – American Express Stadium

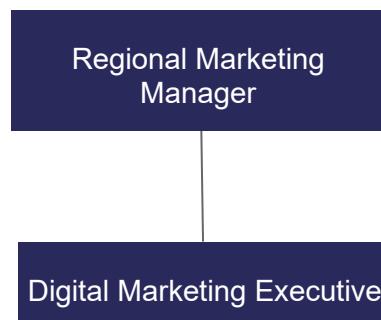
1. Purpose of the Job – State concisely the aim of the job.

- To develop and execute digital marketing strategies that increase awareness, engagement, and revenue across The Terrace and American Express Stadium. This includes managing social media channels, delivering digital campaigns, producing creative content, driving Conference & Events (C&E) bookings, and supporting the wider marketing activity for matchday and non-matchday events.

2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

- Number of venues – 2 (American Express Stadium & The Terrace)
- Geographic Region – Brighton
- Number of direct reports – 0
- Number of indirect reports – 0
- Individual KPI's set with line manager.

3. Organization chart – Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



4. Context and main issues – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

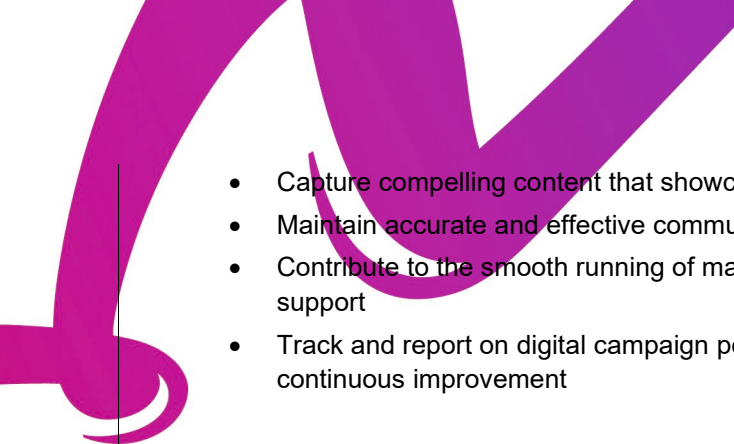

- Adhere to Sodexo Live! brand standards, content guidelines, and marketing policies
- Support campaigns that promote C&E bookings, ticketed events at The Terrace, and overall venue awareness
- Collaborate with Brighton & Hove Albion FC for brand and messaging alignment
- Support live matchdays and non-matchday events by creating and capturing digital content
- Produce accurate, on-brand marketing assets and digital outputs under tight deadlines
- Handle additional admin duties as required (e.g. layout and printing of matchday hospitality menus)
- Stay up to date with industry trends and apply best practices across digital marketing workstreams
- Apply a data-driven approach to all digital marketing activity, ensuring insights inform decisions and content effectiveness
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5. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Manage digital campaigns across social media, email, and web — including campaign optimisation, performance metrics, and ROI tracking and reporting
- Create and execute a social media strategy for The Terrace, including launching new channels (e.g. TikTok, Instagram)
- Manage and grow existing American Express Stadium channels (LinkedIn, Facebook, Instagram, X)
- Ensure consistent social media calendar on a daily, weekly, and monthly basis, with strong focus on capturing collective themes
- Capture and create engaging photo and video content across matchdays and non-matchday events
- Write marketing copy for news articles, digital content, and campaigns
- Support event delivery by capturing content at key events and matchdays
- Liaise with BHAFC and Sodexo Live! central marketing teams for campaign alignment and approvals
- Manage the “Events at BHAFC” website content and updates
- Brief, manage and oversee freelancers, photographers, and agencies when required
- Produce and manage marketing collateral including matchday hospitality menus (branding, layout, and printing)
- Carry out additional marketing and administrative duties as requested by the Regional Marketing Manager
- Use data analysis and audience insights to shape content strategy and improve campaign performance
- Support and oversee event ticketing management for Terrace-led events and activations
- Explore and utilise CRM tools to track engagement, enquiries, and customer journeys

6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

- Deliver engaging, high-performing digital marketing campaigns that drive venue awareness and customer engagement
- Drive ticket sales for Terrace-led events and increase C&E bookings through digital channels

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- Capture compelling content that showcases the venue's offerings across all touchpoints
 - Maintain accurate and effective communication across social, email, and website platforms
 - Contribute to the smooth running of matchdays and events through effective content and operational support
 - Track and report on digital campaign performance using data analysis and CRM insights to drive continuous improvement

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

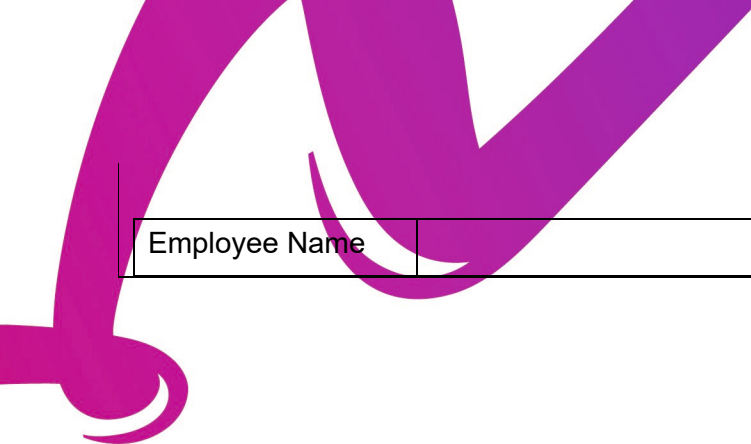
Essential

- Minimum 1–2 years' experience in a digital marketing, content, or social media role
- A degree or diploma in marketing or a related field (or working towards)
- Demonstrable experience with content creation (photography, videography, editing, and copywriting)
- Experience launching or growing social media platforms and digital audiences
- Understanding of audience personas and content strategies
- Understanding of storytelling through content
- Knowledge of Adobe Creative Suite – especially Photoshop and Premiere Pro
- Confident working with CMS platforms (e.g. WordPress), social media management tools, and reporting dashboards
- Ability to manage competing priorities and adapt to a dynamic events environment
- Willingness to work flexible hours including evenings, weekends, and matchdays
- Experience in hospitality, events, or venue marketing is desirable

8. Management Approval – To be completed by document owner

Version	1	Date	
Document Owner			

9. Employee Approval – To be completed by employee



Employee Name		Date	
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