Role Profile
Communications Officer (Commercial)

Role Reports To:
Communications Director (dotted line reporting to Head of Partnerships)

Role Purpose:
This role will be responsible for supporting and delivering the commercial team’s objectives through all communication channels, leveraging the communications team close working relationship with key people at the training ground. You will maximise commercial communications into external media on both a regional and national level. In addition, the role will coordinate and deliver the access to players for commercial purposes.

Main Responsibilities and Accountabilities

External Media
- Assist the Communications Director in the development of effective external communication activity's for commercial purposes
- Lead and deliver the strategy on how to maximise the distribution of commercial press releases
- Act as the official representative of the Club in handling all matters relating to commercial media and developing good working relationships with journalists
- Working closely with our Commercial Partners to develop key marketing campaigns

Player Access
- Organise and oversee player access activations for commercial partners and commercial promotional activities
- Assisting in coordinating player’s photo opportunities, partner events and promotional activities where players are required.

Monitor Commercial Compliance
- Monitoring all internal and external media to ensure imagery/videos adhere to partner contractual obligations
- Support the marketing team to ensure key campaigns are planned into the communications schedule

Commercial Press Releases
- Assisting in writing, approving and distributing partner and Club commercial statements, press releases and news reports.
- Preparing media evaluation reports to understand the reach achieved for key press releases

Key Skills & Experience

- Proven experience working in a similar Commercial Media role
- A Journalism/Marketing Degree or equivalent is desirable
- Proven experience developing a commercial media strategy
- A strong commercial acumen is essential
- Successful track record of delivering & planning editorial output
- A proven ability to network across local and national media channels
- Experience of organising media events, such as press conferences, media interviews or commercial activities.
- Ability to communicate effectively and confidently with the media, external agencies.
- Relationship building and networking skills are essential
- Experience of working in a fast-paced environment
Aston Villa Football Club is an inclusive institution that provides a welcoming environment to supporters, the local community, customers, employees, contacts and competitors. We want to ensure that the Club and all its subsidiaries are free from discrimination of any kind, embracing all regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex (gender), religion or belief.

- Strong written and verbal communication skills
- Experience of working in a sporting industry is desirable
- Experience in working with football managers, coaches and players is desirable
- Highly efficient and well organised
- Work flexible hours as the Club requires, this will include matchday working evenings and weekends