



Posting Title	Marketing Coordinator
Department	Marketing Department
Reports to	Marketing Director

Job Overview:

The Marketing Coordinator will play a key role in executing the association's marketing plans and strategies, with a focus on driving revenue, increasing brand awareness, and engaging with fans and stakeholders. The Marketing Coordinator role requires a creative and results-driven individual with a passion for football and a deep understanding of the marketing industry. The ideal candidate will be able to bring a combination of technical knowledge, project management skills, and creative thinking.

Job Responsibilities:

1. Executing the association's marketing strategies and plans.
2. Creating and managing a content calendar to promote the association and its initiatives.
3. Coordinating the production of marketing materials, including brochures, presentations, and website mobile application data entry.
4. Controlling and managing the quality of branding opportunities in events and stadiums, including signage, advertising, and promotional materials.
5. Collaborating with event organizers and stadium managers (competition and operation departments) to ensure that all marketing and branding initiatives are delivered effectively and on time.
6. Collaborating with design and media teams to create communications and ensure that all marketing and branding initiatives are delivered effectively and on time.
7. Conduct regular assessments of the effectiveness of marketing and branding initiatives in events and stadiums and make recommendations for improvement.
8. Staying up-to-date with the latest trends and best practices in event and stadium marketing and branding.
9. Developing and executing social media and email marketing campaigns including digital advertising, newsletters, marketing-related campaigns, and communication on LinkedIn, Website, Mobile Applications, and other digital platforms.
10. Collaborating with other departments to deliver marketing initiatives and maximize impact.
11. Creating and delivering regular reports to sponsors and partners, including quarterly and yearly performance reports in collaboration with media and design teams.
12. Proactively reaching out to the market to sell media advertising on the association's media and advertising assets, including Stadium mediums (boards, LED screens, printings, and internal sound system) Other mediums (offline and digital activation, and live events).



Job Requirements for a Marketing Coordinator at Jordan Football Association include:

1. A bachelor's degree in marketing, communications, or a related field.
2. A minimum of 2 years of experience in marketing, communications, or a related field, with a proven track record of success in developing and executing marketing initiatives.
3. Strong project management skills, with the ability to coordinate multiple initiatives and programs and manage multiple deadlines.
4. Excellent communication skills, with the ability to create compelling content and presentations, especially for the B2B market.
5. A deep understanding of digital marketing and social media platforms, including website management, email marketing, and social media advertising.
6. A passion for football may be preferred.

To apply for the Marketing Coordinator role at the Jordan Football Association, send your CV to Careers@jfa.com.jo, and remember to include the position name in the email subject line.

Good luck with your application!