



الإتحاد الأردني لكرة القدم  
Jordan Football Association

### Digital Marketing Manager

Jordan Football Association is the governing body of Football in Jordan. We are responsible for promoting and developing the game at all levels, from grass roots through to the professional game, men and women Football, Jordan Professional League, Jordan Cup and, most importantly, the Jordanian International teams.

As a Digital Marketing Manager, you are responsible for the adaptation and execution of JFA digital marketing strategies across all platforms with focus on growth of fanbase.

This is a unique opportunity to work in a busy multi-brand environment.

#### Key Responsibilities:

- Building a digital marketing roadmap and developing a full-year digital marketing calendar to align to JFA's marketing strategy
- Finding innovative solutions to amplify brand partnerships through digital engagement & match-day digital activations on and off the pitch
- Owning football community growth including rolling out the new JFA website and mobile app applying the best practices of SEO and SEM.
- Creating interactive, engaging online content for all JFA's social and digital platforms
- Creating and managing social media & influencer's strategy
- Delivering Digital KPIs in line with marketing objectives
- Planning and implementing livestreaming of several competitions
- Developing and implementing direct digital marketing campaigns through remarketing (programmatic ads), Emails and SMS.
- Develop saleable digital advertising opportunities across all platforms
- Managing external service suppliers where required
- Budget planning

#### Personal Profile:

- Avid fan of Football
- Awareness of social cues and context
- Enthusiastic, positive and action oriented
- Strong analytical skills
- Familiar with latest online trends and Football lingo
- Highly creative and resourceful with experience in identifying target audiences and devising digital campaigns that inform, engage, and inspire.
- A team player

#### What we can offer you:

- An interesting role in a challenging industry
- Major career progression opportunity
- Access to Football and to the leading international Football organizations

Interested candidates can apply by sending their CVs to: [info@jfa.com.jo](mailto:info@jfa.com.jo)

