



Date 25/5/2026

Job Title: B2B Marketing Team Lead (Volunteer) – GHA RFC

Location: GHA Rugby Club, Giffnock, Glasgow / Remote

Commitment: Part-time, voluntary role with flexible involvement across evenings and occasional events

Reporting to: Ellie Murphy, Marketing and Communications Director

Overview

GHA RFC is seeking a commercially minded and creative B2B Marketing Team Lead to help strengthen the club's business community presence, sponsorship activity and commercial marketing efforts.

This role will focus on helping promote GHA RFC to sponsors, local businesses, partners, facilities customers and the wider business community. The successful candidate will help improve how the club presents itself commercially across channels such as LinkedIn, email marketing, sponsorship materials and business events.

This is an opportunity to help shape the commercial profile of one of Scotland's leading community rugby clubs while building meaningful relationships across Glasgow's business community.

Key Responsibilities

- Commercial Marketing - Support the promotion of GHA RFC's sponsorship, partnership, hospitality and facilities offerings to businesses and commercial partners.
- LinkedIn & B2B Content - Help manage and grow the club's presence on LinkedIn through business-focused content, sponsor stories, announcements and commercial campaigns.
- Sponsorship Support - Work closely with the Commercial Director and sponsorship team to support sponsor attraction, activation and retention activity.
- Business Community Engagement - Help strengthen relationships with local businesses, partners, sponsors and professional networks connected to the club.
- Marketing Materials - Assist with the creation and improvement of sponsorship decks, partnership materials, presentations, email campaigns and commercial communications.
- Facilities Promotion - Support marketing activity relating to clubhouse hire, events, hospitality and commercial venue opportunities at Braidholm.
- Campaign Coordination - Help coordinate campaigns around major club events, business networking activity and sponsor engagement opportunities.
- Data & CRM Support - Assist with maintaining and improving business contact lists, sponsor databases and commercial outreach processes.
- Collaboration - Work closely with the marketing, events and commercial teams to ensure aligned messaging and professional presentation across the club.



Skills and Qualifications

Essential:

- Strong written communication and organisational skills.
- Commercial awareness and professional mindset.
- Comfortable communicating with businesses and external stakeholders.
- Ability to work collaboratively across multiple teams.
- Passion for community sport and the values of GHA RFC.

Desirable:

- Experience in B2B marketing, sales, sponsorship or communications.
- LinkedIn marketing or email marketing experience.
- Experience creating presentations or marketing materials.
- CRM or database management experience.

Commitment:

- Flexible involvement based around availability.
- Some evening availability preferred for events or meetings.
- Majority of work can be completed remotely.

Benefits:

- Play a meaningful role in the commercial growth of GHA RFC.
- Build valuable B2B marketing and sponsorship experience in a live environment.
- Expand your professional network across Glasgow's business and sporting communities.
- Work alongside ambitious volunteers and club leadership.
- Access to club events, hospitality and networking opportunities.

Application Process:

To express interest, please contact Ellie Murphy at office@gharugby.co.uk with a brief outline of your experience and why you would like to support GHA RFC in this role.

About GHA RFC

GHA RFC, based at Braidholm in Glasgow, is a thriving community rugby club with one of the largest youth sections in Scotland and teams competing across multiple levels of Scottish rugby. The club plays a major role in the local community through rugby, events, hospitality and social activities.

Note: This is a voluntary role with no financial compensation.