

VACANCY



Marketing and Communications Officer

October 2022

Cornwall Football Association

Position: Marketing and Communications Officer (including development department support)

Employer: Cornwall Football Association Limited

Responsible to: Chief Executive Officer

Salary: £22 - £24k (depending on qualifications and experience)

An exciting opportunity has arisen to join the team at Cornwall Football Association. We are requesting applications for a highly motivated team player to support the development and implementation of our Marketing and Communications Strategy which links to the County FA vision and The FA National Game Strategy.

The successful applicant will:

- Oversee the Association's website and social media platforms ensuring that it remains a central resource for the dissemination of information to all stakeholders.
- Manage, develop and lead the organisations social media presence and engagement.
- Develop and deliver an Annual Marketing & Communications Calendar, to help ensure business priorities throughout the season receive suitable exposure.
- Lead on developing customer insight to drive delivery of our products, programmes and opportunities to support the Business plan.
- Review the Association's external and internal publications to ensure consistency of message and maximise efficiency.
- Coordinate the publication of the Association's digital and printed material (such as County Handbook, newsletters and competition programmes).
- Attract, manage and develop key partnerships and commercial sponsor relationships.
- Develop links within the local media community to ensure that there is regular coverage of the Association's activities.
- Oversee the annual FA Grassroots Awards nominations through to the awards evening.
- Supporting the football development team across various programmes and initiatives.
- Support numerous events and competitions throughout the season.



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The successful applicant will need to be suitably qualified and experienced, be passionate about and committed to the development of marketing, communication and football at a local level; be able to work under pressure, handle multiple priorities and meet deadlines. They will need to demonstrate exceptional customer service, be able to work as part of a team with excellent planning, communication and presentation skills.

The post is full-time and is based at Cornwall FA's Headquarters in Bodmin but with an expectation of working countywide. For full role profile, see attached.

To apply, please send a CV and covering letter to Dawn Aberdeen, Chief Executive, either by email to dawn.aberdeen@cornwallfa.com or by letter marked 'Private and Confidential' to Dawn Aberdeen, Cornwall FA Ltd., Kernow House, 15 Callywith Gate, Launceston Road, Bodmin PL31 2RQ. Please include the details of two referees. (Contact will not be made without prior notification)

Closing date: Monday 14th November 2022, 9.00am.

Interviews will be held on **Monday 28th November 2022** and the position is subject to an enhanced CRC check.

Cornwall FA is committed to inclusion and diversity and achieving equality and fairness in employment and service delivery. We believe that football is for everyone. As such we welcome applications from qualified candidates from all backgrounds inclusive of age, ethnicity, gender identity, religion, sexual orientation and whether or not you have a disability.

To help us to keep track of the diversity of applications we receive, we would appreciate if you could fill out the voluntary diversity monitoring form.

As this role involves direct access to young persons under the age of eighteen, within the context of the job or any subsequently related activities or responsibilities, the successful candidate will undergo a thorough screening process. This post requires Enhanced Criminal Record Checks and checks against the Barred Lists and is exempt from Rehabilitation of Offenders Act (1974). Therefore, all convictions including spent convictions that have not been subject to filtering by the DBS should be declared.

