



## Gloucestershire Football Association Football Marketing & Communications Officer

### Position Title:

Football Marketing & Communications Officer (Placement)

### Descriptive Details:

Gloucestershire FA is looking to recruit a Football Marketing & Communications Officer (Placement). You'll need passion and a fresh innovative approach to marketing and creative communication to join a dynamic team developing grassroots football across the County in association with The FA.

### Job Details: The Company

Gloucestershire FA is a not-for-profit company that governs football within the County on behalf of The FA. Football is the most popular sport in the County; with over 47,000 players, 2,300 affiliated teams, 650 referees, Gloucestershire FA is proud to support football for people of all ages and abilities to Play, Volunteer, Coach or Referee in grassroots football.

### The Placement

This placement is a paid, fixed-term 12-month contract, and you will be joining a high performing and very successful County FA. As a Football Marketing & Communications Officer you will be developing and delivering the Marketing and Communications Plan for Gloucestershire FA in order to raise the profile and promote a positive image of grassroots football, promoting partnership opportunities and managing the County FA website and social media presence.

**Location:** Almondsbury, Bristol. BS32 4AG

**Working hours:** Monday to Friday, 9.00am to 5.00pm

**Salary:** £14,760 pa

### What do we offer?

Throughout the placement you will be supported and mentored so you can get the most out of your experiences to both utilise and develop a strong set of skills. We also offer:

- Nike branded sports clothing as work-wear
- Subsidised FA Coaching or Refereeing Courses
- Access to tickets for FA and England matches at Wembley
- Free Group Life Insurance Policy
- Modern, easily accessible office with free car parking

### Key Responsibilities and Opportunities

- Work with the leadership team to further develop and implement the Marketing and Communications Strategy

- Generate engaging marketing materials to promote our various programmes and initiatives
- Undertake relevant editing and development of our websites
- Create and disseminate regular E-communications
- Enhance our social voice across various Social Media platforms, including the scheduling of content and managing targeted advertising
- Generate quality PR to maintain a high level of coverage across a variety of media platforms, including print, radio and online media
- Complete monthly analytic reporting of media platforms
- Promote and report on the County FA Representative Teams and FA County Youth Cup competition
- Support the planning and delivery of other high profile events occurring throughout the year, including our Annual Awards Ceremony

### **The Candidate**

This role is suited for current students who are looking for a placement as part of their course or a recent graduate seeking work experience.

### **Desirable Skills and Knowledge:**

- Advanced level marketing, communications, PR and/or business knowledge
- Excellent communication and relationship building skills
- A good understanding of marketing techniques and how to maximize the use of digital and social media platforms
- Innovative problem-solver and creative thinker
- Good organisation and project management skills
- Must be customer focused with a good eye for detail
- Self-motivated and able to work to strict deadlines
- Strong presentation and digital IT skills including Photoshop and Video Editing
- Knowledge of The FA National Game Strategy and the role of County FAs
- Awareness of Safeguarding in sport

### **To Apply**

To apply, please complete the application form and send together with a covering letter to: Senior Football Development Officer, Scott Milne:

- Email: [Recruitment@GloucestershireFA.com](mailto:Recruitment@GloucestershireFA.com)
- By post - Marked 'Private & Confidential' to: Scott Milne, Gloucestershire FA, Oaklands Park, Gloucester Road, Almondsbury, Bristol, BS32 4AG

The closing date for any applications is midday on Tuesday 23<sup>rd</sup> April 2019. Interviews will be held on Friday 10<sup>th</sup> May 2019.

The role will commence on Monday 24<sup>th</sup> June 2018.

*Gloucestershire FA is committed to equality of opportunity and we welcome applications from all sections of the community.*