

Role Profile

Job Title:	Multi County FA Marketing & Communications Officer
-------------------	---

Reports To:	Senior Marketing lead of all participating County FAs
--------------------	--

1. Job Purpose

To lead, manage and develop the Marketing & Communications operation at multiple County FA's.

2. Principal Accountabilities/Responsibilities

Key Responsibilities:

The position will cover the following responsibilities for all participating County FAs, which will fall under one of three key pillars:-

Communications, Marketing & Brand

- To develop and implement a robust and effective Communications and Marketing Strategy for all participating County FAs, which will reach the widest possible audience, across a diverse range of communication platforms.
- To create an effective communications and marketing calendar, which will promote key initiatives and activities for all participating County FAs
- To ensure the delivery of high quality content across a range of platforms, including web-sites, social media and e-newsletters in a consistent manner.
- To monitor & evaluate the effectiveness of the Communications & Marketing Strategy using Analytics and implement improvements to meet the vision & strategic business priorities.
- To ensure that The FA and participating County FA brand guidelines are applied to marketing collateral and materials produced internally and externally.
- To increase the awareness of the CFA on a local, regional and national basis and to develop a positive brand perception

Stakeholder Engagement & Profile

- To develop strong media relationships across all participating Counties to showcase effectively the impact their work has on the wider community.
- To be the strategic point of contact for all media enquiries and to manage those enquiries and responses effectively.
- To use necessary research and insight to ensure all participating County FAs have a thorough understanding of all social, economic and demographic trends.
- To provide regular guidance and training to members of the teams at participating County FAs, to drive the creation of further content that can be used to communicate and promote the work the participating County FAs do.
- To develop, profile and manage stakeholder engagement across each of the participating County FAs, to help increase future opportunities for partnership development.
- To help support commercial partners and other Stakeholders, including any charity partners, with the delivery of contractual Partnership rights as necessary.
- To support the delivery of the FA National Game Strategy in partnership with Key stakeholders and enhance the CFA's major priorities
- To provide marketing support and advice to grassroots clubs and leagues

Leadership & Management

- To develop and maintain strong effective relationships with relevant FA personnel to ensure national FA activities are supported at a local level in a timely and effective manner.
- To effectively line manage relevant Communications & Marketing Placement Officers / Interns and their day to day activities, be it Digital, Media or Events
- To ensure that communications support and promote Safeguarding and Wellbeing within football and assist in maintaining the Safeguarding Operating Standard.
- To provide Monthly, Quarterly and Annual Management information for the CEO and the Board of Directors, to improve performance and inform decision making of the business and propose changes as and when required to do so.

- To embrace and help drive Customer Excellence behaviours across all areas of work
- Executes additional tasks as required in order to meet CFA's changing priorities and to undertake any reasonable request of the CFA's in the course of your work
- To have an understanding of GDPR, data security and data handling
- The post holder must play their part in ensuring that the CFA's effectively implement and maintain the FA's Safeguarding Operating Standard within Football
- An understanding and awareness of generic Equality law and of good practice within sports equality

3. Knowledge/Experience/Skills

Essential:

- Significant experience of marketing and communications (at an executive level)
- Significant experience of managing and developing brands
- Experience of managing multi-platform marketing campaigns
- Experience of working with partners across a broad range
- Strong project management skills and ability to manage a budget effectively
- Excellent writing and presentation skills
- Able to successfully network with key staff and contacts
- Communication skills – written and verbal
- Experience with digital marketing: email, website and social media management

Desirable:

- A degree and/or relevant professional qualifications and experience
- Experience of marketing in the sports/football industry
- Knowledge of brand management
- Experience of working alongside partner organisations
- Good understanding of grassroots football/the National Game Strategy
- Customer focus
- Ability to undertake and utilise research, as required
-

Behaviours – as defined in County Football Association Competency Model

- Leadership
- Teamwork
- Influential Communication
- Delivery
- Customer Excellence and Quality
- Developing self and others
- Leadership
- Creating Solutions

Further Information:

a) Will the job-holder have direct access to young persons under the age of 18, within the context of the job or any subsequent related activities or responsibilities? (delete as applicable)

YES/NO

Where the answer to the above question is **YES** the following wording will be included in any advertisement

“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, which will include a Criminal Records Check to ensure their suitability for the role. Any candidates invited to interview will be sent a CFA Personal Disclosure Form, Guidance Notes and Privacy Statement to return at their interview in a sealed envelope”

Completed by Name/Role	
Signature	
Date	

This job description is only a summary of the role as it currently exists and is not meant to be exhaustive. The responsibilities/accountabilities and skills/knowledge/experience/behaviours might differ from those outlined and other duties, as assigned, might be part of the job