**Lancashire FA Role Description for**

**Senior Marketing & Communications Officer**

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| **Job Title:** | **Senior Marketing & Communications Officer** | | | | |
| **Reports To:** | **Head of Commercial & Operations** | | **Jobs Reporting into the Job Holder:** | | **Part-time media staff and students** |
| **1. Job Purpose** | | | | | |
| * Lead on the delivery of Lancashire FA's internal and external digital platforms to deliver the business plan * Oversee all communications, both internal and external, of the County FA * Work closely with the National FA in promoting all national campaigns to relevant partners and stakeholders within the region * Develop and introduce a powerful and effective Marketing and Communications Strategy for the Association | | | | | |
| **2. Principal Accountabilities/Responsibilities** | | | | | |
| * **Lead the development and implementation of the Marketing and Communications Strategy to deliver the County FA Business plan and the FA National Game Strategy** * **Be the ‘Brand Champion’ for the Association, ensuring all internal and external communications fits in with the recently introduced new branding** * **Review the Association’s external and internal publications to ensure consistency of message and maximise efficiency.** * **Lead and coordinate the publication of the Association’s printed & digital material, such as County Cup programmes and sales brochures.** * **Oversee the Association’s website and social media channels, ensuring that they remain a central resource of information to all stakeholders and maximises as much traction as possible** * **Develop links within the local media community to ensure that there is regular coverage of the Association’s activities.** * **Build and develop strong relationships with local institutions, such as UCLan, and work closely with the whenever necessary** | | | | | |
| **3. Knowledge/Experience/Technical Skills/Behaviours** | | | | | |
| **a) Behaviours – as defined in County Football Association Competency Model** | | | | | |
| * Problem Solving * Teamwork * Communicating * Delivery * Customer Excellence * Developing Self and Others * Leadership * Ability to work well under pressure | | | | | |
| **Knowledge/Experience/Technical skills** | | | | | |
| **Essential:-**   * To be able to demonstrate a commitment and passion for grassroots football. * Knowledge of Outlook & Excel Systems as well as design programmes such as Adobe Photoshop and InDesign * Excellent communications and presentation skills * **Excellent interpersonal, communication and team working skills** * Good self-management of time * Ability to work independently and as a team * A team player * Diplomacy and the ability to deal with confidential information. * Flexibility to work evenings and weekends , particularly during the County Cup Final period of the season (February to May) * Ability to deal with the public | | | | **Desirable:-**   * Awareness of the political and functional workings of County FAs * Past experience working in a similar role within the communications industry * Developmental potential , including further learning and training | |
| **Further Information**  Does this role carry eligibility for an enhanced FA criminal record check under the auspices of the Disclosure and Barring Service (DBS) as laid down in the Protection of Freedoms Act 2012 and FA regulations regarding regulated activity? - NO  • If YES this role involves direct access to young persons under the age of eighteen hence the successful applicant will undertake a safer recruitment process including being required to successfully complete an FA DBS application (criminal record check).  • 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.  • The successful candidate will benefit from a full induction programme including attending an FA Safeguarding Children workshop. The successful applicant will also be required to complete the monthly Lancashire FA safeguarding education programme which is an agenda item at all department meetings | | | | | |
| Completed by Name/Role | |  | | | |
| Signature | |  | | | |
| Date | |  | | | |