

CONTENT & MARKETING OFFICER RECRUITMENT PACK



**GREATER
MANCHESTER
FOOTBALL**

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If you need any additional information or have any questions about this role you can contact **PAUL ROOTS** on **INFO@MANCHESTERFA.COM**



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WHO ARE MANCHESTER FA?

We are the home of grassroots football in Greater Manchester and we are committed to providing football **FOR ALL**.

A passionate, inspiring and professional organisation, Manchester FA is the home of grassroots football across Greater Manchester.

We are the guardian of the national game in Greater Manchester. We are responsible for efficiently governing and developing the local game and strive to positively influence participation for all in football regardless of age, ability, sex, sexual orientation, race, religion and socio-economic status. Often described as grassroots football, participation in the non-professional game continues to thrive in our city which is steeped in football tradition and history across all levels of the game.

**"FOR A BETTER
GRASSROOTS
GAME IN GREATER
MANCHESTER"**

ROLE DESCRIPTION

CONTENT & MARKETING OFFICER

Commitment:

This is a full time role with Manchester FA, 37.5 hours per week - working flexibly from both your home and office location.

What is the role?

We are looking for a dynamic, self-motivated individual with a 'can do' attitude who wants to make a positive contribution to grassroots football in Greater Manchester. The successful applicant will need to be able to demonstrate, both in their application and at interview, their ability to deliver within Manchester FA's three core values: 'Passionate, Inspiring and Professional'.

What will you do?

- To support delivery of The FA National Game Strategy and the Manchester FA Business Strategy.
- To develop and deliver all aspects of work relating to Content, Marketing and Communications
- To assist in the efficient running of the Football Services department.
- To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs.
- To support the adoption of FA technology systems across grassroots football.
- To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time.

Application Deadline **27 MAY2022**

To apply, please complete the following application form, and equality and diversity monitoring form found [HERE](#)

If you need any more information or have any questions about this role you can contact **PAUL ROOTS** on **INFO@MANCHESTERFA.COM**.



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APPLICATION PROCESS

To apply, please complete the following application form and equality and diversity monitoring form found [HERE](#).

Please make sure to review the recruitment pack in full before completing your application form. If for any reason you are unable to access or complete the application form, please contact Alex.West@ManchesterFA.com who can arrange for any reasonable adjustment to be made for your application.

If shortlisted, you will be invited to attend an interview for the role. The interview will be arranged at your convenience, Manchester FA will happily work around your current commitments and responsibilities.

Manchester FA is committed to equality, diversity, and inclusion. Striving to be fully representative of the community it serves by ensuring that all job applicants, third-party partners, and members of staff are treated equally, without discrimination because of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability, or age. You can find out more about Manchester FA's commitment to EDI in our Equal Opportunities Policy [HERE](#).

Manchester FA are committed to addressing individuals from historically under represented groups within the game. We aim to tackle this inequality by shortlisting for interview a minimum of two applicants with ethnically diverse, disability or female characteristics that meet the essential criteria for the advertised role.

Safeguarding is at the Heart of What we do!

Manchester FA is committed to ensuring that Safeguarding within Grassroots football is at the heart of what we do. Ensuring that all our officers and volunteers involved in Manchester FA and to be successful in this role you will be required to ensure that you are committed to completing any safeguarding training that is deemed a requirement by Manchester FA or The FA. A Criminal Records Check will be completed with employment and character references requested before employment is offered.

KEY DATES

APPLICATION CLOSING DATE: 27 MAY 2022

INTERVIEWS: TBC

INDIVIDUAL ROLE PROFILE

CONTENT & MARKETING OFFICER

Manchester FA are an equal opportunities employer and actively encourage people from diverse backgrounds to apply.

Role Title	Content & Marketing Officer
Reports To	Football Services Manager
Direct Reports	N/A
Role Purpose	<ul style="list-style-type: none">-To support delivery of The FA National Game Strategy and the Manchester FA Business Strategy.-To develop and deliver all aspects of work relating to Content, Marketing and Communications-To assist in the efficient running of the Football Services department.-To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs.-To support the adoption of FA technology systems across grassroots football.-To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time.
Salary Band	£20,000 - £25,000
Time commitment	37.5 Hours per week
Location	The role will involve a combination of home and office based working and travel to various locations across Greater Manchester to meet the needs of the business Manchester FA Office Opening Hours: 9am-5pm (Mon-Fri) Manchester FA Operating Hours: 8am-8pm (Mon-Fri) & (9am-2pm) Saturdays

RESPONSIBILITIES

Content, Marketing & Media	<ul style="list-style-type: none">- Produce engaging and compelling content to showcase Manchester FA's good work, using photography, videography and copy to bring them to life across our digital channels- To create and deliver creative content for Manchester FA across our digital channels, including social media platforms and website- To work alongside the Manchester FA team, creating and sharing localised stories that are representative of football across Greater Manchester- Support the wider team with media requirements for Manchester FA lead events and activities by becoming the 'go-to' person for content requests- To design, plan and deliver any marketing assets as and when required across the business taking into consideration accessibility for our target audiences
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- To play an active role as Manchester FA lead contact for Marketing & Communications with The FA, supporting National programmes and initiatives as and when required
- Be responsible for the creation and management of an annual Communications Calendar
- To provide relevant information and statistics to support with Impact Reporting for Manchester FA campaigns
- To be the 'brand-champion' across the organisation, ensuring that all produced content is on brand and to a high quality
- Collaborate with the Designated Safeguarding Officer, ensuring that safeguarding communications are at the forefront of our plans.

Running the Business

- Support the affiliation of clubs and ensure leagues fully comply with The FA Standard Code of Rules (adult and youth) prior to sanctioning.
- Provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Events, Whole Game System, Matchday app and Full-Time).
- To actively seek for opportunities to improve and enhance Manchester FA's own processes and procedures.
- To utilise provided systems to 'own' all assigned customer queries, irrespective of business area from beginning to conclusion where possible with a specialism of disciplinary related matters.
- Execute tasks as required to meet the Manchester FA changing priorities.

Safeguarding

- Collaborate with the Designated Safeguarding Officer in all matters involving under-18s and adults at risk within female football development programmes.
- Risk-assess all Manchester FA events and activity for under-18s and where the Manchester FA directly employs or deploys under-18 referees, coaches and volunteers to ensure that appropriate safeguards are in place.
- Support messaging so that under-18s and adults at risk in youth and open-age adult grassroots football know how to report concerns about their wellbeing.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the Manchester FA youth engagement strategy.
- Utilise the feedback from under-18s and adults at risk to enhance the experience and fun and safety in grassroots football.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Manchester FA and grassroots football.



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PERSON SPECIFICATION

Essential (Required to fulfil the role)

- A further or higher education qualification in relevant field, such as media, marketing or journalism.
- Previous experience of working in a content and marketing related role
- Experience in using social media platforms such as TweetDeck and Facebook Content Studio.
- Experience in generating digital media analytics.
- An understanding of, or interest in, digital marketing.
- Experience of using websites and content management systems.
- Experience in graphic design for social media.
- Experience of use of the Adobe Package for design including, In Design & Photoshop or equivalent
- Photography and/or video creation skills.
- Have an up-to-date grasp of digital technologies and trends.
- Confident communications skills; verbal and written.
- Good understanding of Microsoft programmes, especially Word, Excel and PowerPoint.
- Self-motivated team player, with a positive and proactive attitude to work.
- Ability to prioritise tasks and manage a deadline driven workload.
- Ability to produce fresh creative content with limited input.
- Confident in writing professional copy for a variety of different audiences with the ability to tailor style and language to meet the needs of the stakeholder
- Passionate about Grassroots football and the impact it can have on the people within in

Desirable (Beneficial, but can be learned in role)

- Understanding of Manchester FA, its purpose and objectives for Grassroots Football
- Experience in creating impact reports to assess performance of marketing and communications campaigns

Values

**PASSIONATE
INSPIRING
PROFESSIONAL**

KEY DATES

APPLICATION CLOSING DATE: 27 MAY 2022

INTERVIEWS: TBC

APPLICATION FORM

CONTENT & MARKETING OFFICER

Please return this completed application form and completed equality monitoring form [HERE](#) to INFO@MANCHESTERFA.COM before 27 MAY 2022. Applications can also be made by post. Postal applications are to be addressed; Strictly Private and Confidential, FAO Paul Roots - Football Services Manager, National Squash Centre, Gate 13 Rowsley Street, Etihad Campus, M11 3FF

Your application can be accompanied by a CV if you wish. The decision to invite you to attend for interview will be based on the information you provide on this form. Manchester FA is an Equal Opportunities Employer.

Title	<input type="text"/>
First Name(s)	<input type="text"/>
Last Name	<input type="text"/>
Street Address	<input type="text"/>
City	<input type="text"/>
County	<input type="text"/>
Postcode	<input type="text"/>
FA Number (if known)	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

Do you hold a full current UK driving licence?

YES ☐ NO ☐

Do you have access to your own personal transport?

YES ☐ NO ☐

Do you currently have an in-date FA DBS check?

YES ☐ NO ☐

Completion of a FA DBS check will be required before starting the role.

Do you have any offences which are currently unspent under the Rehabilitation of Offenders Act 1974?
(You do not need to declare anything that is deemed 'spent')

YES ☐ NO ☐



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EDUCATION & TRAINING

Please provide details of your education, qualifications, and training that you have completed or are currently undertaking.

Dates	Place of Learning	Course or Qualification	Grade

EMPLOYMENT & VOLUNTEERING

Starting with your present or most recent job, please give a summary of all employment, including any freelance and relevant unpaid / voluntary work.

Dates	Employers Name	Job Title	Key Responsibilities / Achievements

INTERESTS, HOBBIES & LIVED EXPERIENCE

Please tell us about any interests, regular hobbies, lived experience you have that complement the skills and knowledge required in this role.

Interest / Hobbie / Lived Experience	How does this support your application?

MEMBERSHIP OF PROFESSIONAL BODIES

Please list any professional bodies that you are a member.

Membership Body	Membership Type



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HOW I MEET THE REQUIREMENTS CONTENT & MARKETING OFFICER

Please ensure you have read and fully understand the recruitment pack for this role. Please contact Alex.West@ManchesterFA.com who can arrange for reasonable adjustments to be made for your application.

Please explain why you think you are well suited to meet the purpose of this role.

(Please make sure to include any specific knowledge, paid work, voluntary work, or lived experience that demonstrates your skills relevant to this role.)

Please detail your experience in project management, time management and working towards multiple deadlines

Please detail any experience you have in creating varied content to communicate messages to a diverse collection of stakeholders.

Please detail any experience you have in collaborative working and when you have worked as part of a team to showcase the delivery of an event/project

How do I meet the values of Manchester FA?

Manchester FA's culture and organisational structure is built on the three principle core values. Please provide evidential information and experiences of how you best demonstrate Manchester FA's three core values?



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ADDITIONAL INFORMATION

Manchester FA are committed to equality, diversity, and inclusion. Under the Equality Act 2010, Manchester FA are happy to complete any reasonable adjustments required by applicants with additional needs.

Please detail any adjustments you require to be made if you are invited to interview.

If your application is successful, what notice period would you have to provide your current employer?

If you were successfully appointed to the role what annual salary would be looking to obtain?

REFERENCES

Please provide details of two referees below. Personal references are accepted when no professional or academic reference is available.

	First Referee	Second Referee
Name		
Address		
Postcode		
Phone		
Email		
Relationship to You		

Declaration

I give my consent to the storage of personal data contained within this form for the purposes only of this application process. I can confirm and declare that the information provided on this form, to the best of my knowledge is complete, accurate and not misleading.

SIGNATURE

DATE

The final date for consideration of applications is 27 MAY 2022
Either email: Info@ManchesterFA.com

Or post and address as follows:
Strictly Private & Confidential
Paul Roots Football Services Manager
National Squash Centre
Gate 13 Rowsley Street
Etihad Campus
Manchester
M11 3FF



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