

# Norfolk County Football Association Ltd

January 2018

Dear Applicant

## **RE: Norfolk County FA Digital Marketing Apprenticeship**

Thank you for expressing an interest in the aforementioned programme. Please find enclosed an Application Pack including Job Descriptions and Person Specifications.

If you feel you demonstrate the necessary skills and attributes required to fulfil the criteria for the vacancy I would welcome your application.

Should you wish to apply, please ensure your completed application reaches the County Headquarters no later than 4pm on Friday 16 February 2018.

Please mark the envelope 'Private and Confidential', for my attention.

Staff employed by the Association may require an enhanced FA Criminal Records Check (CRC) Certificate and any offer of employment may be subject to this certificate being issued.

### **Interviews for this position will be on Monday 26 February 2018.**

Those candidates selected for interview will be notified, via email, on or before Tuesday 20 February 2018. Should you not receive any correspondence from us by this date, this means that unfortunately you have not been selected for interview.

Please be advised that no alternative dates are currently being offered for interview so it will be necessary to ensure your availability for the above date.

I look forward to receiving your completed application.

Yours Sincerely



**Gavin Lemmon**  
Chief Executive

#### **Norfolk County FA**

T. 01603 704050  
E. Info@NorfolkFA.com  
NorfolkFA.com

#### **theFDC**

T. 01603 704050  
E. theFDC@NorfolkFA.com  
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#### **theFDC@OpenAcademy**

T. 01603 704050  
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#### **theFDC@Flegg**

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#### **County 5IVES**

T. 01603 704050  
E. County5IVES@NorfolkFA.com  
County5IVES.com

PLAY COACH VOLUNTEER REFEREE CHOOSE YOUR ROLE #NORFOLKFOOTBALL



## Norfolk County FA – Digital Marketing Apprentice Application Form

<b>Surname</b>			
<b>First name</b>			
<b>Address</b>			
<b>Post code</b>			
<b>Date of birth</b>			
<b>Home telephone number</b>			
<b>Mobile telephone</b>			
<b>Email address</b>			
<b>Twitter handle:</b>			
<b>Do you suffer from any ongoing health difficulties? Please delete accordingly</b>	<b>YES / NO</b>		
<b>If YES, please give details</b>			
<b>If appointed what period of notice are you required to give your current employers?</b>			
<b>Please indicate your current salary</b>			
<b>Please give the names and addresses of two referees who can be contacted (only in the event of your being offered the position).</b>			
<b>Please state in what capacity they are known to you (i.e. Personal or employer, etc)</b>			

I certify that to the best of my knowledge, the above details are correct and understand that any offer of employment would be subject to satisfactory references. I also consent to Norfolk County Football Association making verification checks as appropriate (following the interview process).

**Name** \_\_\_\_\_ **Signed** \_\_\_\_\_ **Date** \_\_\_\_\_

Please return this form together with your CV and a covering letter stating why you are applying for the chosen position.

**The closing date for applications is 4pm, Friday 16 February 2018**  
**Interview date – Monday 26 February 2018**

**All applications submitted will be treated confidentially, please return your application marked 'private and confidential' to: The Chief Executive, Norfolk County FA,  
 11 Meridian Way, Thorpe St Andrew, Norwich, NR7 0TA**

## Job Description:

### Digital Marketing Apprentice

**Title:** Digital Marketing Apprentice  
(2 Year Advanced Apprenticeship)

**Salary:** £7,500 - £8,500 per annum (Year 1)

**Location:** Norfolk County FA Headquarters,  
11 Meridian Way, Thorpe St Andrew, Norwich, NR7 0TA

**Apprenticeship  
Course Title:** Digital Marketing Advanced Apprenticeship Level 3  
(Provided by City College Norwich)

**Core Hours:** These will include but not be limited to:

Monday:	09.00 – 17.00
Tuesday:	09.00 – 17.00
Wednesday:	09.00 – 17.00
Thursday:	09.00 – 17.00
Friday:	09.00 – 17.00

(37.5 hours per week)

**Line Manager:** Marketing & Communications Manager

**Responsible to:** Chief Executive

**Purpose of Post:** To develop and deliver the Marketing and Communications Strategy for Norfolk County FA by implementing the key job responsibilities below:

#### SPECIFIC DUTIES:

- Generate engaging marketing campaigns to promote our various programmes and initiatives
- Execute a marketing mix to effectively communicate with new and existing stakeholders, including external advertising opportunities
- Where appropriate, conduct market research to highlight current trends that can enhance the visibility and voice of the Association
- Undertake relevant editing and development of our website, NorfolkFA.com
- Undertake relevant editing and dissemination of our regular E-communications
- Enhance our social voice, including the scheduling of content for our various social media channels
- Use a range of programmes to create engaging content such as graphics, videos and gifs
- Generate quality PR to maintain a high level of coverage across print, radio, TV and online media streams
- Complete monthly analytic reporting and attend monthly planning meetings
- Attend and report on the nine annual County Cup Finals, as well other relevant fixtures being played throughout the season
- Support the delivery of other high profile events occurring throughout the year

#### General Administrative Support

Provide the necessary administration support for the company, dealing with telephone enquiries and daily visitors at County Headquarters providing any other support required.

### **FA CRC Check & Safeguarding Children**

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. We will also require the successful candidate to commit to completing an FA Safeguarding Children Workshop.

### **Relevant Legislation and Company Requirements**

Carry out all duties with regard to relevant legislation, policies and procedures including:

- Norfolk County FA's Health and Safety Policy
- Norfolk County FA's Equal Opportunities Policy
- Norfolk County FA's Anti-Bribery and Corruption Policy
- Undertake such other relevant duties as may from time to time be determined by the Norfolk County FA

### **Transport**

- The successful applicant will be required to have access to their own transport

### **Key Internal Relationships**

- Marketing & Communications Manager
- Football Administration Department
- Football Development Department
- The FDC Facilities staff

### **Key External Relationships**

- Club Secretaries
- League Secretaries
- Council Members
- Local Media

### **Person Specification (key skills and experience required): Essential**

- Minimum of a Level 2 FE Qualification
- GSCE Grade C or above in English & Mathematics
- Excellent writing skills along with good spelling and grammatical knowledge
- An interest in and passion for football at all levels
- Significant experience of using Microsoft Office including Outlook, Word, Excel & PowerPoint
- Knowledge of and experience using different social media channels

### **Person Specification (key skills and experience required): Desirable**

- Excellent communication & customer service skills
- Evidence of innovation and problem solving
- Use of digital editing tools such as iMovie and Photoshop
- Experience using photography and media equipment as well as an 'eye' for creative content capture
- Knowledge of Norfolk County FA's Strategies
- Sound organisation and planning skills
- Some experience in coaching, leadership & administration activities
- Knowledge of grassroots football & its structures
- Excellent interpersonal, communication and presentation skills
- Experience of monitoring, evaluation and reporting

**Behaviours required: Essential**

- Ability to manage own time and act on own initiative as well as ability to contribute to a team environment
- Ability to prioritise and work to strict deadlines
- Commitment and understanding of sports equity principles and equal opportunities
- Willingness to work unsocial hours, including evenings, weekends and occasional overnight stays (as and when required)

**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.**

**Norfolk County FA is committed to equality of opportunity and welcomes applications from all sections of the community**

