**Role Profile**

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| **Job Title:**  | **Marketing & Communications Officer** |
| **Reports To:**  | Commercial Manager | **Jobs Reporting into the Job Holder:** | N/A |
| **1. Job Purpose** |
| To support in driving the marketing and commercial aspects of Northumberland FA. |
| **2. Principal Accountabilities/Responsibilities** |
| .* To have creative input on Northumberland FA’s social media channels to further improve their customer perception.
* Contribute to raising the profile and the perception of the CFA delivering our Customer excellence strategy.
* Embed digital marketing across delivery to raise the awareness of the business products/service.
* To have input on, and support the creation of, new promotional material promoting Northumberland FA and the work it does.
* Establish a marketing and communication strategy for Northumberland FA events and execute when necessary.
* Review and further establish Northumberland FA branding, prioritising innovation and consistency across all aspects of the business.
* Establish links with local and national media to further promote the work of the Association.
* Utilise insight to make informed business decisions. Work with the Senior Management Team to identify and provide insight of the business.
* To be responsible for all marketing communications and branded marketing collateral. Manage external and internal publications to ensure consistency of message and maximise efficiency.
* Manage, maintain and develop the Association's website, ensuring it remains a central resource for the dissemination of information to all stakeholders
* To develop and deliver a Social Media strategy to help increase followers and engagement rates across all County FA social channels (including Facebook, Twitter, Instagram, You Tube).
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| **3. Knowledge/Experience/Technical Skills/Behaviours** |
| **Essential:-*** A high level of interest in sport
* Knowledge of the grassroots football infrastructure
* Experience in a marketing environment
* Working experience using Microsoft Office and the ability to adapt to use modern technology and champion new IT programmes
* An ability to engage with both the paid and volunteer workforce
* Evidence of successfully implementing media and marketing strategies
* Confident user of Social Media
* Excellent writing and presentation skills
* Experience of marketing and communications
 | **Desirable:-** * Experience of running sporting events
* Access to own graphic designing software
* A degree and / or relevant professional qualifications and experience
* Experience of sales and 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
* Awareness of the functional workings of County FAs
* Ability to work with minimum supervision and set priorities
* Experience of developing online marketing campaigns
* A formal marketing qualification
* Driving license
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| **b) Behaviours – as defined in County Football Association Competency Model** |
| * Teamwork
* Respectful
* Accountability
* Professional
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| **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?                                                  YES*** |
| Completed by Name/Role | Andrew Cook (Commercial Manager) |
| Signature |  |
| Date | 08/07/2019 |

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/ might differ from those outlined and other duties, as assigned, might be part of the job.