**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). | | | | | |
| **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 | |
| **b) Behaviours – as defined in County Football Association Competency Model** | | | | | |
| * Teamwork * Respectful * Accountability * Professional | | | |  | |
| **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.