Role Profile

Job Title:	**Communications & Relationships Officer**		
Reports To:	**Head of Strategy & Investment** **Quarterly Reports to the HS&I**	**Jobs Reporting into the Job Holder:**	

Job Purpose

To lead, manage and develop the communications operation across the Staffordshire FA network and to build and maintain appropriate relationships to support the ongoing development of the Staffordshire FA

To support the delivery of the National Game Strategy across the Staffordshire FA network

Principal Accountabilities/Responsibilities

- Lead and develop the Associations Communications Strategy
- To be responsible for the creation and delivery of an annual marketing and communications calendar for the County FA. Ensure all marketing activities are coordinated and in line with The Football Association's marketing activities at national level
- To be responsible for all marketing communications and branded marketing collateral. Manage external and internal publications to ensure consistency of message and maximise efficiency including relevant surveys and data collection
- To lead, build and manage relationships with commercial, sponsor and charitable partners - including developing a Commercial Strategy - as well as partnerships with key agencies, stakeholders to support the overall County FA business objectives to benefit the business and members (an annual target will be set for sponsorship income generation)
- To ensure internal communications across the County FA is maintained to a high standard at all times, providing all County FA staff with regular information regarding all key projects and news. Maintain internal systems e.g. Freshdesk
- Coordinate the publication of the Association's printed material (such as County Handbook and the newsletters)
- Manage, maintain and develop the Association's website ensuring it remains a central resource for the dissemination of information to all stakeholders
- To deliver a Social Media strategy to increase followers and engagement rates across all County FA channels (Facebook, Twitter, Instagram, You Tube)
- Build and manage relationships with key partners to gain support for key communication projects e.g. Universities and PR/Media companies
- To manage and build the relationship between the County FA and local media and to obtain positive media coverage for the County FA through PR and promotional campaigns as necessary. Work with the media to build a positive brand perception and publicity for the game across the County
- Work across the Football Services Team, Regional and National Staff and partners to provide marketing support where required.
- Utilise insight to make informed business decisions. Work with the Senior Management Team to identify and provide insight of the business.
- To act in the best interests of children and young people under the age of 18 and in accordance with The FA's Safeguarding Children Policy at all times.
- To adhere to all safeguarding policies, procedures and legislation. To sign the Staffordshire FA safeguarding code of conduct, undertake relevant training as required and to maintain a valid CRC check at all times
- Assist in the delivery of the CFA business and operational plans
- To promote the work of the County FA in its delivery of the National Game Strategy and all its wider work

- Support any other areas of the Association as required by the Board/Senior Management Team

Knowledge/Experience/Technical Skills/Behaviours

Essential:-

- Graduate Calibre
- Significant experience of marketing and communications
- Significant experience of managing and developing brands
- Experience of managing multi-platform marketing campaigns
- Experience of working with partners across a broad range
- Strong project management skills and ability to manage budgets
- Excellent writing and presentation skills
- Able to successfully network with key staff and contacts
- Communication skills – written and verbal
- Experience with digital marketing: email, websites and social media
- Commitment and passion for development of the Game within the county
- Knowledge and experience of delivering business support services
- Evidence of successfully implementing media and marketing strategies
- Demonstrate success providing a range of customer support services
- Project management skills
- Demonstrate a working understanding and application of inclusion, equality and anti – discrimination, safe guarding and best practice.
- Knowledge of new and emerging media opportunities
- Negotiating skills
- IT Skills (Excel, Word and PowerPoint)

Desirable:-

- A degree and/or relevant professional qualifications and experience
- Experience of marketing in the sports/football industry
- Knowledge of brand management
- Experience of working alongside partner organisations
- Understanding of grassroots football/the National Game Strategy
- Customer focus
- Ability to undertake and utilise research, as required
- Ability to identify and progress new opportunities
- Ability to work with minimum supervision and set priorities
- Experience of developing online marketing campaigns
- A formal marketing qualification
- Driving licence
- Knowledge and awareness of changes taking place within the Game

Values – as defined by the Staffordshire Football Association

- Co-Operative
- Dedicated
- Equality
- Innovative
- Inspiring
- Integrity
- Knowledgeable
- Professional
- Respect

Further Information

"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. Any candidates invited to interview will be sent a CFA Personal Disclosure Form, Guidance Notes and Privacy Statement to return at their interview in a sealed envelope"

Completed by Name/Role	
Date	