**Amateur Football Alliance**

**Recruitment Pack: Marketing & Communications Officer**

Dear Applicant

**Re: Marketing and Communications Officer**

Thank you for your request for an application pack for the above vacancy, I have pleasure in enclosing the application form and job description.

We would welcome your application if the job appeals to you and you feel that you can demonstrate that you meet the criteria.

If you wish to apply, please ensure that your completed application form and CV are submitted to me by 12.00pm Monday 17th September 2018 in an envelope addressed for my personal attention and marked ‘Private and Confidential’ or by email to jason.kilby@amateur-fa.com .

It is not mandatory to complete the Equality monitoring form and non-completion will not affect your application. However, if you do wish to complete the form, please return it with your application in a blank envelope to ensure anonymity.

We pride ourselves on providing a membership focused service and the successful post holder will need to demonstrate empathy to that approach.

The post is offered on a permanent contract initially based in our offices in Central London.

Please note that you will be informed by Friday 21st September if you have been short listed for interview. Only candidates invited to interview will be contacted, unsuccessful candidates will not be contacted. The proposed interview date is week commencing Monday 24th September 2018.

I look forward to receiving your completed job application form and CV.

Yours sincerely

Jason Kilby

Chief Executive

Amateur FA, Unit 3, 7 Wenlock Road, London , N1 7SL

**Application form: Marketing & Communications Officer**

To be returned to:

Jason Kilby, Chief Executive, Amateur FA, Unit 3, 7 Wenlock Road, London N1 7SL marked ‘Private and Confidential’ or by email jason.kilby@amateur-fa.com

|  |  |
| --- | --- |
| Surname  |  |
| First name |  |
| Address |  |
|  |  |
|  |  |
| Post Code |  |
| Contact Telephone Number |  |
| Mobile Telephone Number |  |
| Email Address |  |
| Do you consider yourself to have a disability? Please tell us if there are any ‘reasonable adjustments’ we can make to assist you in your application or with our recruitment process |  |
| Do you need a work permit to work in the UK? |  |
| If appointed, what period of notice are you required to give your current employers? |  |
| Please give the names and address of two referees who can be contacted (only in the event of your being offered the position). Please state in what capacity they are known to you (i.e. Personal or employer, etc) |
| Reference One |
| Reference Two |
| Do you hold a current Football Association issued Criminal Records Bureau certificate? YES / NO |

Please return this form together with your CV and a covering letter why you are applying for this position by 12.00pm Monday 17th September 2018.

*I certify that the above are correct details and that any offer of employment would be subject to satisfactory references. I also consent to the AFA making verification checks as appropriate.*

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To assist us in monitoring that the wider community is being made aware of our vacancies, you are invited to complete the following form. It is not mandatory and non-completion will **not** affect your application. Please detach and return in an unmarked envelope with your application form.

**Ethnic background.** Please choose one category from A to E and then please mark X in the appropriate box to indicate your ethnic background

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **A White** |  | **B Mixed**  |  | **C Asian or Asian British** |  |
| English  |  | White & black Caribbean |  | Indian |  |
| Irish |  | White & black African |  | Pakistani |  |
| Scottish |  | White & Asian |  | Bangladeshi |  |
| Welsh  |  | Other |  | Other |  |
| Other |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **D Black or Black British** |  | **E Chinese or Other Ethnic group** |  |
| Caribbean  |  | Chinese |  |
| African |  | Other |  |
|  |  |
| Other |  |

Do not wish to disclose Yes No

**Disability**

Do you consider yourself to be a disabled person? Yes No

If you have indicated yes please mark X in all the boxes that apply to you:

|  |  |  |  |
| --- | --- | --- | --- |
| Hearing impairment  |  | Physical impairment  |   |
| Learning difficulty / disability |  | Visual impairment |   |
| Mental health issues |  | Do not wish to disclose Yes No  |

**Religion**

|  |  |  |  |
| --- | --- | --- | --- |
| Buddhist |  | Muslim |  |
| Christian  |  | Sikh |  |
| Hindu |  | No active faith |  |
| Catholic |  |  |  |
| Jewish |  | Any other religion (please write in) |  |
| Do not wish to disclose Yes No  |
|  |

**Sexual orientation**

|  |  |  |  |
| --- | --- | --- | --- |
| Heterosexual |  | Lesbian |  |
| Gay |  | Bisexual |  |
| Do not wish to disclose |  | Other (please write in your preferred description) |  |

** Amateur Football Alliance**

 **Job Description: Marketing & Communications Officer**

|  |  |
| --- | --- |
| **Role** | Marketing & Communications Officer  |
| **Contract Type**  | Permanent  |
| **Hours per week**  | Full Time (35 Hours Per Week) |
| **Salary**  | £18,000- £20,000 per annum  |
| **Location** | Amateur FA Offices with some travel across Greater London  |
| **Reports to**  | Football Development Officer  |

**Role purpose:**

* To lead, manage and develop the commercial, marketing and communications operation across the Amateur FA network. To build and maintain appropriate partnerships to support the ongoing development of Amateur FA, including removing the reliance on The Football Association for funding.
* To support the delivery of the National Game Strategy and Business Plan across the Amateur FA network
* To Provide high-quality Customer Service
* To act in the best interests of Children and Young People at all times and ensure their welfare is considered in all decision and actions taken.

**Key Accountabilities & Responsibilities:**

**Marketing & Communications**

* Lead and develop the Alliance’s Communications and Marketing Strategy to support the overall Business objectives
* Maximise dissemination of message by exploring the purchase and / or build of a comprehensive database of all football-interested people in Amateur football, working with The Football Association where appropriate
* To be responsible for the creation and delivery of an annual marketing and communications calendar
* 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
* Coordinate the origination and publication of the Alliance's printed material (such as brochures, match programmes, County Handbook and the newsletters)
* Manage, maintain and develop the Alliance'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)
* 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 relationships with local media to obtain positive coverage of the AFA. Work with the media to build a positive brand perception and publicity for the game across the County
* Utilise insight to make informed business decisions. Work with the Senior Management Team to identify and provide insight of the business
* Support any other areas of the Alliance as required by the Board / Senior Management Team

**Commercial**

* To lead, build and manage relationships with commercial, sponsor and charitable partners – including developing a Commercial Strategy – as well as partnerships with key agencies and stakeholders to support the overall County FA business objectives to benefit the business and members
* Conduct research into companies that the Commercial Strategy might suggest could be suitable partners / sponsors
* Present to potential partners / sponsors, with a view to concluding discussions / negotiations successfully (sponsorship sales)
* Manage the relationship with partners / sponsors on-going to ensure contractual delivery and to strengthen the relationship in order to lead to renewal

**Experience:**

|  |  |
| --- | --- |
| **Essential**  | **Desirable**  |
| * Graduate Calibre
* Ability to undertake and utilise research, as required
* Ability to identify and progress new opportunities
* Ability to communicate to a wide range of partners and to individuals at different levels
* Evidence of successfully implementing media and marketing strategies
* Experience of developing online marketing campaigns
* Experience of marketing and communications
* Experience of managing and developing brands
* 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
* Demonstrate a working understanding and application of inclusion, equality and anti-discrimination, safeguarding and best practice
* Knowledge of new and emerging media opportunities
* Negotiating skills
* IT Skills (Excel, Word and PowerPoint)
 | * 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 licence
* Knowledge and awareness of changes taking place within the Game
* Implementing media and marketing strategies
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**Values – as defined by Amateur Football Alliance:**

* We are Member Focussed
* We are Professional
* We have Integrity
* We are a Team
* We are Progressive

**Further information:**

This job description is only a summary of the role as it currently exists and is not meant to be exhaustive.  The responsibilities, skills, experience and behaviours might differ from those outlined and other duties, as assigned, might be part of the job.

As this role involves direct access to young persons under the age of 18, 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.