



RECRUITMENT PACK

MARKETING & COMMUNICATIONS OFFICER

OUR VALUES



INTEGRITY

We strive to be professional in all we do, are fair, honest, reliable and accountable.



PASSIONATE

We are committed, hard-working and enthusiastic in delivering football opportunities, for all the enjoyment and benefits it brings to the participants.



RESPECTFUL

We will work collaboratively, with empathy and humility, driving equality and diversity to develop football for all and ensure all those who wish to be involved are supported and encouraged.



COMMUNITY AND CUSTOMER FOCUSED

We are committed to developing our services based on the needs of our communities and individual customers.



CONTINUOUS IMPROVEMENT

We are innovative and creative in seeking to deliver high quality service, reviewing our work to improve exciting and explore new ways of delivering football.



Job Description and Person Specification

EQUALITY AND DIVERSITY

We would encourage all applicants to complete our voluntary Equality & Diversity Monitoring Form, via this [link](#), as part of the application process. The data we collect will be anonymous and confidential and will not be stored or linked to your application in any way.

Job title	Marketing & Communications Officer
Reports to	Chief Executive Officer

Job purpose(s)	
<ul style="list-style-type: none"> To support delivery of The FA Grassroots Football Strategy and the Bedfordshire FA Business Strategy. To lead the development, implementation and review of the Bedfordshire FA marketing and communications functions. To enhance the image, profile and reputation of the Bedfordshire FA. To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs. To support the adoption of FA technology systems across grassroots football. To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time. 	
Direct reports	N/A

Location	Bedfordshire Football Association Head Office – Skimpot Road, Dunstable
Working hours	Monday – Friday 9AM to 5PM (Flexi-time policy) Weekend and evening work will be required to meet the needs of the business. The company operates a time in lieu policy
Salary	£20,000 - £22,000
Contract type	3 Year Contract - The ideal candidate would be a university graduate.

Responsibilities	
<ul style="list-style-type: none"> Maintain control over the Bedfordshire FA brand. Provide local marketing and communications support to dedicated FA campaigns. Oversee the Bedfordshire FA website and social media accounts, ensuring they remain a central resource for the dissemination of information to all stakeholders. Co-ordinate the publication of the Bedfordshire FA printed material. Develop links within the local media to ensure that there is regular coverage of the Bedfordshire FA activities. Expertly and effectively manage incoming media requests. Proactively protect and promote the reputation of the Bedfordshire FA within the media. Provide marketing and communications support and advice to clubs and leagues. Review the Bedfordshire FA branding and visual imagery ensuring consistency across all media. Review the Bedfordshire FA internal and external publications to ensure consistency of message and maximise efficiency. 	

- Maintain a picture library and a record of all published articles.
- Manage ongoing commercial partnerships to ensure mutual expectations are delivered.
- Manage a programme of public events, particularly County Cup finals.
- Undertake relevant market research to identify progress and highlight areas for priority action.
- Manage the Bedfordshire FA awards' programmes.
- Support in the delivery of Bedfordshire FA initiatives where appropriate.
- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies.
- Support messaging so that under-18s and adults at risk in youth and open-age adult grassroots football know how to report concerns about their wellbeing.
- Ensure the Bedfordshire FA has a planned approach to youth engagement and demonstrates it can communicate in a child-friendly manner with under-18s.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the Bedfordshire FA youth engagement strategy.
- Utilise the feedback from under-18s and adults at risk to enhance the experience and fun and safety in grassroots football.
- Ensure the Bedfordshire FA promotes safeguarding through its communication channels, signposting policy, procedures, advice, guidance, and information for youth and open-age adult grassroots football with 16/17-year olds and disability football.
- Provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Events, Whole Game System, Matchday app and Full-Time).
- Use national and local customer insight to drive delivery of the Bedfordshire FA Business Strategy.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Bedfordshire FA and grassroots football.
- Execute tasks as required to meet the Bedfordshire FA changing priorities.

Person specification

Qualifications

Essential

- Educated to A Level or equivalent.

Desirable

- A degree level qualification or equivalent experience.
- A qualification in marketing.

Skills

Essential

- Project management skills and experience – to plan, set and achieve objectives to deadlines.
- Excellent IT skills including the use of Microsoft Office applications.
- Ability to work independently and as part of a team.

Desirable

- Event organisation and management.
- Practised at developing networks and relationships with a variety of stakeholders in order to support the delivery of strategic priorities.
- Capability to create multiple reports, budgets and plans.
- Graphic design capability.

<ul style="list-style-type: none"> • Excellent time management and prioritisation skills. • Excellent problem-solving and decision- making skills. • Outstanding communication and presentation skills. • Exceptional customer service. • Budget management skills. • Report-writing skills. • Ability to use data to monitor and evaluate programmes. • Influencing skills to champion change. • Capable of managing communications issues when they arise. 	<ul style="list-style-type: none"> • Experience of dealing with national and regional media. • Experience of developing online marketing campaigns.
Knowledge and experience	
Essential <ul style="list-style-type: none"> • Practical experience of marketing via all digital and traditional channels. • Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding- • Knowledge of the structure and partner organisations within football both nationally and within the County FA locality. 	Desirable <ul style="list-style-type: none"> • Knowledge and understanding of The FA's Grassroots Football Strategy and how the County FA Business Plans support its delivery- • Knowledge and understanding of working with volunteers.
Enhanced DBS Check required?	The CFA is committed to safeguarding children and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through The FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and information provided
Clean, full driving licence?	Yes

The job holder will be expected to understand and work in accordance with the below values/behaviours:

Bedfordshire FA Values	Behaviours
INTEGRITY	Strive to be professional in all we do, are fair, honest, reliable, and accountable.
PASSION	Committed, hard-working and enthusiastic in delivering football opportunities, for all the enjoyment and benefits it brings to the participants.
RESPECTFUL	Work collaboratively with empathy and humility, driving equality and diversity to develop football for all and ensure all those who wish to be involved are supported and encouraged.
COMMUNITY AND CUSTOMER FOCUSED	Committed to developing our service based on the needs of our communities and individual customers.
CONTINUOUS IMPROVEMENT	Innovative and creative in seeking to deliver a high-quality service, reviewing our work to improve and explore new ways of delivering football.

Job description authorised by:

Alan Young, Chief Executive Officer

Date signed:

27/07/2022

HOW TO APPLY

Please submit your CV and Cover Letter (2 sides maximum) outlining how you meet the role profile and person specification, by either email or post to:

- Alan Young CEO, Bedfordshire FA via: Recruitment@BedfordshireFA.com
- Postal applications are to be addressed, Strictly Private and Confidential, for the attention of:

Alan Young CEO, Bedfordshire FA, Century House, Skimpot Road, Dunstable, LU5 4JU

We would also be very grateful if you can please complete our voluntary Equality & Diversity Monitoring Form, as detailed on page 2, upon submission of your application via this [link](#).

The **closing date** for applications is midday on the **12th August 2022**.

Interviews will be held on **Monday 22nd August 2022**.

2 references will be required before appointment of the role.

Due to the volume of applications received for most roles, we may only be able to contact candidates if they are shortlisted for interview. If you do not hear from us within five days of the closing date, you should assume your application has not been successful.

If you have any questions about the role, please contact Recruitment@BedfordshireFA.com

SAFEGUARDING

We are committed to safeguarding children and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through The FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and the information provided. The successful candidate will also be required to undertake a safeguarding induction and safeguarding training as outlined by the FA.