



Job Description and Person Specification

Job title	Marketing, Communications and Partnerships Officer
Reports to	Chief Executive Officer or Marketing Manager

Job purpose(s)	
<ul style="list-style-type: none">To support delivery of The FA Grassroots Football Strategy and the Cambridgeshire Football Association Business Strategy.To lead the development, implementation and review of the Cambridgeshire Football Association marketing and communications functions.To work with the Commercial Director to identify new and maximise existing corporate sponsorship and partnership opportunities to generate additional revenue for reinvestment back into grassroots football.To enhance the image, profile and reputation of the Cambridgeshire Football Association.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	None

Location	Cambridgeshire FA, Bridge Road, Impington, Cambridgeshire, CB24 9PH.
Working hours	20 hours per week including some evenings and weekends
Contract type	Fixed term to cover maternity

Responsibilities	
<ul style="list-style-type: none">Maintain control over the Cambridgeshire Football Association brand.Provide local marketing and communications support to dedicated FA campaigns.Oversee the Cambridgeshire Football Association 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 Cambridgeshire Football Association printed/digital material.Develop links within the local media to ensure that there is regular coverage of the Cambridgeshire Football Association activities.Expertly and effectively manage incoming media requests.Proactively protect and promote the reputation of the Cambridgeshire Football Association within the media.Provide marketing and communications support and advice to clubs and leagues.Review the Cambridgeshire Football Association branding and visual imagery ensuring consistency across all media.Review the Cambridgeshire Football Association internal and external publications to ensure consistency of message and maximise efficiency.	



- Maintain a picture library and a record of all published articles.
- Work with the Commercial Director to identify, approach and conclude partnership agreements with organisations in the local/regional business community, ensuring such agreement do not conflict with central FA partnerships.
- Ensure formal contracts are in place with all partners, whether commercial or non-commercial.
- Manage new and existing commercial and non-commercial partnerships to ensure mutual expectations are delivered.
- Ensure renewal negotiations are started well in advance of all agreements' expiry dates.
- Support a programme of public events, particularly Cambridgeshire FA League and County Cup finals.
- Manage customer excellence programmes.
- Undertake relevant market research to identify progress and highlight areas for priority action.
- 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 Cambridgeshire Football Association 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 Cambridgeshire Football Association 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 Cambridgeshire Football Association 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 Cambridgeshire Football Association Business Strategy.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Cambridgeshire Football Association and grassroots football.
- Execute tasks as required to meet the Cambridgeshire Football Association changing priorities.

Person specification

Qualifications

Essential

- A qualification in marketing.
- Educated to A Level or equivalent.

Desirable

- A degree level qualification or equivalent experience.

Skills



<p>Essential</p> <ul style="list-style-type: none"> • Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes. • 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. • 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. 	<p>Desirable</p> <ul style="list-style-type: none"> • 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. • Experience of dealing with national and regional media.
<p>Knowledge and experience</p>	
<p>Essential</p> <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- 	<p>Desirable</p> <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.
<p>Enhanced DBS Check required?</p>	<p>Yes</p>
<p>Clean, full driving licence?</p>	<p>Yes</p>

<p>The role holder will be expected to understand and work in accordance with the values and behaviours described below.</p>	
<p>CFA Value</p>	<p>Behaviours</p>
<p>Passion</p>	<p>Positive attitude, inspiring others, exuding excitement, body language.</p>



Service	Communication, transparency, added value, owning up to mistakes, respect, listening, responsiveness.
Excellence	Attention to detail, high quality product/service, consistency, commitment, work ethic.
Collaboration	Fostering cohesion, encouraging innovation, setting expectations/goals, effective meetings, sharing ideas.
Professional	Consideration and respect for others, loyalty, honouring of commitments, punctuality, communication, avoidance of gossip.
Friendly	Manners, respect, active listening, body language, making connections.

Job description reviewed and modified by:	Joanne Bull, Chief Executive
Date job description reviewed and modified:	26/11/2021
Job description authorised by:	Phil Hill, Chair

Signed by job holder (on appointment):	
Date signed:	

One copy to be retained by the job holder, one signed copy to be stored confidentially by the employer.