



## Role Profile

<b>Job Title:</b>	Marketing and Communications Officer	<b>Reports To:</b>	Chief Executive Officer
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### Role Purpose:

Lead the development and implementation of the Marketing and Communications Strategy to support the delivery of the Business plan and The FA National Game Strategy.

**Direct Reports:** N/A

### Key Accountabilities:

- Lead on the delivery of our internal and external digital platforms to deliver the Business plan.
- Lead on developing and analysing customer insights and data to drive delivery of our products and programmes in support of our business plan.
- Review the Association's external and internal publications to ensure consistency of message and maximise efficiency.
- Coordinate the publication of the Association's printed material i.e. Online County Handbook, newsletters and county cup programmes.
- Oversee the Association's website and social media ensuring that it remains a central resource for the dissemination of information to all stakeholders.
- Manage, develop and lead the organisations social media presence.
- Develop links within the local media community to ensure that there is regular coverage of the Association's activities.
- Work with members of the Development Team, Football Services Team and others to provide marketing support where required.
- Support the CEO in developing commercial partnership arrangements.
- Contribute to raising the profile and the perception of the CFA.
- Embed digital marketing across delivery to raise the awareness of the business products.
- Work strategically with Leagues and partner organisations to deliver the Business plan.
- Develop and deliver an Annual Marketing & Communications Calendar, to help ensure business priorities throughout the season receive suitable exposure.
- Oversee the annual Grassroots Awards nominations through to the awards evening
- Organise our presence at the Royal Cornwall Show
- Manage and develop the hire of the Cornwall FA meeting/conference room.
- Work flexibly across the CFA to support all business functions as and when required by the CEO.

### Cornwall FA Values and Behaviours

- **Progressive** - We embrace new thinking in the pursuit of continuous improvement, we seek to be innovative and are passionate about taking the game forward.
- **Integrity** - Accountable and transparent in all our actions, setting the standards for behaviour across the game in Cornwall.
- **Unique** - Cornwall is a unique County, we are proud of our identity and celebrate our history and traditions whilst looking forward with new ideas and initiatives.
- **Inclusive** - We promote fairness, equality and respect to ensure that football is and will remain a game for everyone.
- **Engaging** - We take great pride in the sense of Community within the Cornish Football Family and work hard to maintain close links with our clubs, leagues, volunteers and referees. Listening to and acting on the views of young people enabling them to shape the future of football.





Essential Skills:	Desirable Skills:
<ul style="list-style-type: none"> <li>• A formal marketing qualification/degree graduate and/or equivalent experience</li> <li>• Knowledge and/or experience in digital platforms including websites</li> <li>• Knowledge and/or experience of delivering business and customer support services</li> <li>• Knowledge and/or experience of developing commercial sponsorships and relationship management</li> <li>• Knowledge and/or experience of implementing successful media and marketing strategies</li> <li>• Project management skills</li> <li>• Demonstrate a working understanding of equality, inclusion and safeguarding principles.</li> <li>• Commitment and passion for developing the Game within the county</li> <li>• Knowledge of new and emerging media opportunities</li> <li>• Ability to work with minimum supervision and set priorities</li> <li>• Negotiating skills</li> <li>• IT Skills (Excel, Word and PowerPoint)</li> <li>• Willingness to work flexibly when required, including evenings and weekends</li> <li>• Valid driving licence</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of financial and business planning techniques</li> <li>• Knowledge and awareness of the Game within Cornwall</li> <li>• Awareness of the political and functional workings of County FAs</li> <li>• Experience of working with Boards and Committees</li> <li>• Video editing experience</li> <li>• Experience of using social media paid advertising to support marketing campaigns</li> <li>• Understanding of Royalties law</li> </ul>
<b>Enhanced CRC Check Required:</b>	YES
<b>Clean Full Driving Licence:</b>	YES

#### 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. This post requires Enhanced Criminal Record Checks and checks against the Barred Lists and is exempt from Rehabilitation of Offenders Act (1974). Therefore, all convictions including spent convictions that have not been subject to filtering by the DBS should be declared.**

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/behaviours might differ from those outlined and other duties, as assigned, might be part of the job.

