



## Role Profile/Job Description

<b>Job Title:</b>	Digital Marketing & Communications Officer		
<b>Reports To:</b>	Head of Business Support Quarterly Reports to CEO	<b>Jobs Reporting into the Job Holder:</b>	None
<b>1. Job Purpose</b>			
<ul style="list-style-type: none"> <li>To lead, manage and develop the Digital Marketing &amp; Communications operation at Derbyshire County FA.</li> </ul>			
<b>2. Principal Accountabilities/Responsibilities</b>			
<ul style="list-style-type: none"> <li>To support Derbyshire County FA to develop and implement the Marketing and Communications elements of their Operational Plan including areas aligned to The FA National Game Strategy (2018-2021)</li> <li>To monitor and evaluate the effectiveness of the Marketing and Communications elements and recommend improvements.</li> <li>To continue to maximise the Association's existing branding and visual imagery, ensuring consistency across all media formats.</li> <li>Maintain control over the Association's logo and branding.</li> <li>To be responsible for the creation and delivery of an annual marketing and communications calendar to support the overall County FA business objectives.</li> <li>To increase awareness of the County FA on a local, regional and national basis and to develop the positive brand perception.</li> <li>To help support and maintain commercial and sponsorship partners including partnerships with key agencies, stakeholders, partners and charitable organisations.</li> <li>To manage 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.</li> <li>To develop, manage and maintain the County FA website (an appropriate KPI will be established for all digital platforms) ensuring that it remains a central resource for the dissemination of information to all stakeholders.</li> <li>To develop and grow the existing contacts database for social media and newsletters.</li> <li>Ensure that the CFA effectively implements and maintains the FA's Safeguarding Operating Standard within Football.</li> <li>To ensure the external and internal communications are delivered consistently, to a high standard and with the correct tone of voice and provide County FA staff with latest news and project updates.</li> <li>Continue to ensure the Association's external and internal publications are consistent in its message and maximise efficiency.</li> <li>Manage and coordinate the publication of the Association's printed material, on-line publications and social media promotions.</li> <li>Maintain a picture library and a record of all published articles.</li> </ul>			

- Provide marketing support to dedicated county campaigns or those initiated by the Football Association.
- In conjunction with the DCFA Team use insight to identify and develop new areas of the business.
- To promote the work of the County FA in its delivery of the National Game Strategy and all its wider work.
- To undertake any other relevant duties as and when required by the Chief Executive.
- Work with members of the Football Development Team, Football Services Team and other partners to provide marketing support where required.
- To lead on the DCFA Annual Award Evening in conjunction with the Project Team (selected yearly).
- Liaise with the Football Services Officer (Comps) throughout the season and be a major contributor to the DCFA County Cup delivery on Cup Final days.

### 3. Knowledge/Experience/Technical Skills/Behaviours

#### a) Knowledge/Experience/Technical Skills

##### Essential:-

- Experience of marketing and communications
- Experience of managing and developing brands
- Experience of managing multi-platform marketing campaigns
- Experience of working with stakeholders
- Strong project management skills and ability to manage a budget effectively
- Excellent writing and presentation skills
- Able to successfully network with key staff and contacts
- Communication skills – written and verbal
- Experience with digital marketing: email, website and social media management, content management systems
- Commitment and passion for development of the Game within the County
- Knowledge of new and emerging media opportunities
- Excellent interpersonal skills
- Full Driving Licence

##### Desirable:-

- Ability to identify and progress new opportunities
- Ability to work with minimum supervision and set priorities
- Experience of developing online marketing campaigns
- Knowledge of financial and business planning techniques
- A formal marketing qualification
- Negotiating and influencing skills

#### b) Behaviours – as defined in County Football Association Competency Model

- Problem Solving
- Teamwork
- Communicating
- Delivery
- Customer Excellence

- Developing Self and Others
- Leadership (only applicable for roles with line/project management)




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### Further Information

***Will the job-holder have direct access to young persons under the age of 18, within the context of the job or any subsequent related activities or responsibilities? YES***

Where the answer to the above question is **YES** the following wording will be included in any advertisement

“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 Bureau Disclosure, 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	Dawn Heron (Head of Business Support)
Signature	
Date	25 <sup>th</sup> January 2019