



DERBYSHIRE FA

APPLICATION PACKAGE

MARKETING AND COMMUNICATIONS OFFICER





DERBYSHIRE FA

Marketing and Communications Vacancy

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1. The Role

Derbyshire County FA are committed to equality of opportunity and welcome applications from all sections of the community.

The successful candidate will be responsible for leading and managing the marketing and communications for the CFA.

2. Role Description

Role Title	Marketing and Communications Officer
Reports to	Football Operations Manager
Location	Derbyshire County FA, 8 & 9 Stadium Business Court, Millennium Way, Pride Park, Derby, DE24 8HP
Salary Range	£19,000 to £25,000 per annum.
Term	Fixed term until 30 th June 2024.

Job Purpose

- To support delivery of The FA National Game Strategy and the CFA Business Strategy.
- To lead, manage and review the Marketing & Communications for the CFA.
- To enhance the image, profile and reputation of the CFA.
- To assist in the efficient running of the Football Operations department.
- Ensure that the CFA effectively implement and maintain the FA's Safeguarding 365 Standard within Football.

Principal Accountabilities/Responsibilities

Marketing and Communications:

- 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
- To monitor and evaluate the effectiveness of the Marketing and Communications elements and recommend improvements.
- To continue to maximise the Association's existing branding and visual imagery, ensuring consistency across all media formats.
- Maintain control over the Association's logo and branding.
- To be responsible for the creation and delivery of an annual marketing and communications calendar to support the overall County FA business objectives.
- To increase awareness of the County FA on a local, regional and national basis and to develop the positive brand perception.
- To help support and maintain commercial and sponsorship partners including partnerships with key agencies, stakeholders, partners and charitable organisations.
- 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.
- 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.
- To develop and grow the existing contacts database for social media and newsletters.
- 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.
- Continue to ensure the Association's external and internal publications are consistent in its message and maximise efficiency.
- Manage and coordinate the publication of the Association's printed material, on-line publications and social media promotions.
- Maintain a picture library and a record of all published articles.
- 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 promote FA Education Courses through the various platforms to increase the number of learners on courses
- To promote DCFA Partners in line with agreements.
- To undertake any other relevant duties as and when required by the Chief Executive.
- Work with members of the Football Development Team, Football Operations 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 County Cup lead throughout the season and be a major contributor to the DCFA County Cup delivery on Cup Final days.

Safeguarding:

- To work in accordance to The FA Safeguarding 365 Standard and abide by the Safeguarding Code of Conduct.
- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies;
- Support the CFA to embrace opportunities to listen to and act on the voice of under-18s;

- Ensure the CFA promotes safeguarding through its communication channels, signposting policy, procedures, advice, guidance and information for youth and open-age adult football with 16/17-year-olds and disability football.

County Support:

- To liaise with other members of the organisation, other County FA's, & The FA effectively.
- To carry out any other duties prescribed by the Chief Executive Officer when necessary
- To support in the delivery of DCFA initiatives.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the CFA youth engagement strategy.
- To assist the Football Operations Manager on the delivery of the National Game Strategy at a local level
- 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).
- Execute tasks as required to meet the CFA changing priorities.

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
- To support the Football Operations team
- Commitment and passion for development of the Game within the County
- Knowledge of new and emerging media opportunities
- Excellent interpersonal skills
- Full Driving Licence
- A working understanding and application of inclusion, equality and anti – discrimination, safeguarding and best practice
- A team player, able to work with and support a variety of internal business functions.

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
- Ability to identify and progress new opportunities.
- Ability to work with minimum supervision and set priorities.

The Role Holder will be expected to understand and work in accordance with Derbyshire FA values and behaviours as described below.

DCFA Values	Behaviours
Accountable	Taking responsibility for everything we do
Adaptable	Responsive to changing the needs of our community
Collective	Working together, for the better of football
Innovative	Exciting ways to do new things

Role Profile agreed by the Board of Derbyshire County FA and signed by Chief Executive Officer:	Name	Signature
	Ricky Stevenson	R.Stevenson
Date Role Profile agreed by the Board:	17 th March 2022	

3. How to apply

- To apply for the role, please complete the application form at this link:
<https://app.smartsheet.com/b/form/aa560430511a4ae99cb8fb7fd0ed0979>

4. Selection Process

- Applications must be submitted before the closing date of Monday 18th April 2022.
- Afterwards, successful applicants will be selected for interview on Thursday 12th May 2022.

If you would like to apply for the Derbyshire County FA Football Development Officer vacancy, please ensure you complete the online application form as detailed in the application pack. If you have any queries or questions regarding the role, please contact Ryan Haynes, Football Operations Manager, at ryan.haynes@derbyshirefa.com.

Closing date for applications: Monday 18th April 2022.