

DERBYSHIRE FA



DERBYSHIRE FA
MARKETING & COMMUNICATIONS OFFICER
VACANCY PACK

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1. THE ROLE

We're looking for a new Marketing & Communications Officer to lead engaging campaigns, tell inspiring stories, and connect with our grassroots football community across Derbyshire.

We are seeking to recruit an enthusiastic and creative individual with a passion for sport, excellent communication skills, and the ability to deliver impactful content across digital, print, and media channels.





2. ABOUT DERBYSHIRE FA

Derbyshire FA is the governing body for football in Derbyshire. We are responsible for leading, serving and developing the game at grassroots level.

We are on a mission to support and connect with the footballing community in Derbyshire, providing a safe and inclusive environment for all.

We pride ourselves on the following values:

INNOVATION

Adopting new technologies and digital platforms for training and communication, encouraging creativity to our community.

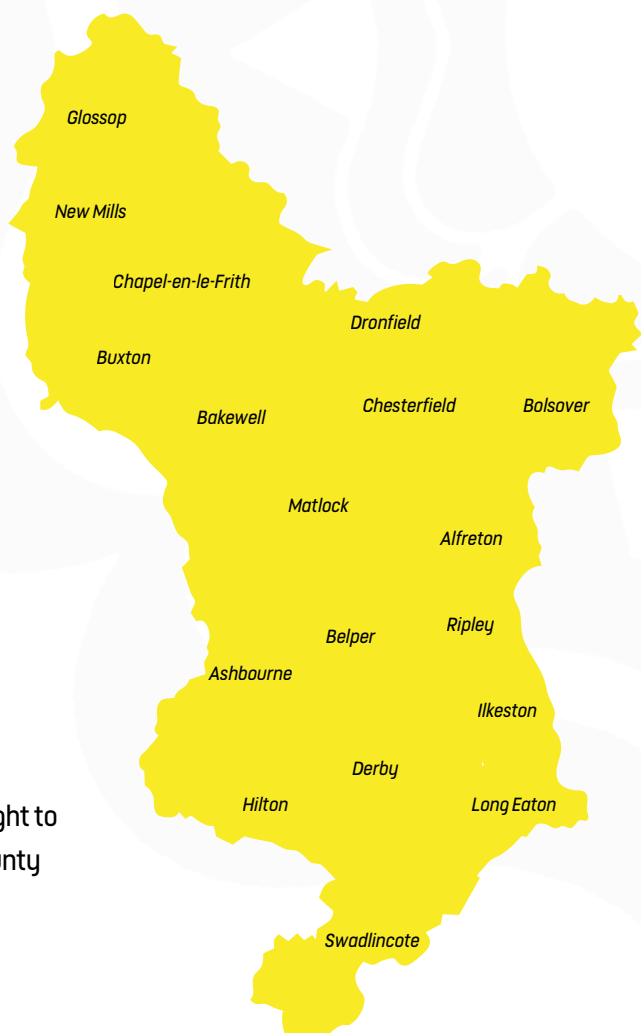
INSPIRATION

Showcasing success stories, celebrating local talent and leading by example with teamwork, perseverance, and fair play.

INCLUSION

Implementing programs that ensure underrepresented groups can participate in all areas of football.

While our head office is in Derby, this role will take you right to the heart of grassroots football, travelling across the county to produce compelling content from matches, events, courses, and more.





3. *ROLE DESCRIPTION*

Role Title	Marketing & Communications Officer
Reports to	Senior Facilities & Partnerships Officer
Location	Derbyshire FA, 8 & 9 Stadium Business Court, Millennium Way, Derby, DE24 8HP
Salary	£24,000 - £28,000

JOB PURPOSE

- Serve as the voice and storyteller for Derbyshire FA, ensuring our brand, values, and vision are consistently communicated.
- Inspire, inform, and engage the grassroots football community through strategic marketing and creative communications.
- Position Derbyshire FA as a trusted, proactive, and positive presence within the local sporting landscape.
- Strengthen connections with players, coaches, referees, clubs, leagues, volunteers, and partners through compelling content and clear messaging.
- Support the growth and visibility of grassroots football by celebrating achievements, promoting opportunities, and raising awareness of key programmes and initiatives.
- Ensure all communications are inclusive, accessible, and reflective of the diversity within our football community.
- Enhance Derbyshire FA's reputation by building relationships with local, regional, and national media.

JOB RESPONSIBILITIES

COMMUNICATIONS & CONTENT

- Plan, create, and distribute engaging content across Derbyshire FA's digital platforms, including website, social media channels, and email newsletters.
- Write and edit copy for press releases, articles, features, and match/event reports to promote grassroots football initiatives.
- Maintain an inclusive and accessible tone of voice across all communication channels.
- Monitor, moderate, and respond to enquiries and feedback via social media and other public-facing channels.

CAMPAIGNS & MARKETING

- Develop and deliver targeted marketing campaigns to support participation growth, coach/referee recruitment, safeguarding awareness, and other strategic priorities.
- Coordinate social media and digital campaigns aligned with The FA's national initiatives.
- Design and produce promotional materials such as graphics, posters, leaflets, and event programmes.
- Monitor campaign performance through analytics and provide reports.
- Collaborate with colleagues to promote key projects, workshops, and courses to relevant audiences.
- Proactively identify and pitch newsworthy stories to enhance the profile of Derbyshire FA.

EVENTS & PARTNERSHIPS

- Lead the planning, promotion, and delivery of the annual Grassroots Football Awards Ceremony, including content creation, publicity, and event coverage.
- Provide marketing and communications support for other events such as County Cup competitions.
- Liaise with sponsors, partners, and suppliers to maximise event visibility and impact.
- Build and maintain strong relationships with local, regional, and national media outlets to secure positive coverage.

BRAND & REPUTATION

- Ensure all communications adhere to Derbyshire FA and The FA brand guidelines.
- Champion equality, diversity, and inclusion in all marketing and communications activity.
- Safeguard the reputation of Derbyshire FA through clear, consistent, and accurate messaging.

SAFEGUARDING & WELFARE

- Promote safeguarding messages and campaigns through Derbyshire FA's communication channels to help create a safe and inclusive football environment.
- Ensure all marketing and communications activity reflects and reinforces The FA's safeguarding policies and best practice.
- Support the Safeguarding & Discipline Manager in communicating safeguarding updates, initiatives, and training opportunities.
- Handle sensitive safeguarding-related communications appropriately, ensuring confidentiality and accuracy at all times.

MONITORING & EVALUATION

- Track performance of communications activity through analytics, audience feedback and metrics.
- Prepare regular reports for the Derbyshire FA board on marketing and communications impact.
- Use insights to inform future strategies and improve audience engagement.

COLLABORATION & SUPPORT

- Lead Derbyshire FA's Media Volunteer Group, promoting regular opportunities and offering guidance, support and feedback to all within the group.
- Work closely with colleagues across all departments to identify communications opportunities.
- Support The FA's national marketing and communications campaigns at a local level.
- Contribute creative ideas for new initiatives to engage the football community.
- Provide communications advice and guidance to clubs, leagues, and other stakeholders when required.



PERSON SPECIFICATION

ESSENTIAL

- Degree (or equivalent qualification) in Marketing, Communications, Journalism, Media, or a related field.
- 1–2 years' professional experience in marketing, communications, or a related role.
- Excellent written and verbal communication skills, with the ability to adapt tone and style for different audiences.
- Strong digital skills, including content creation for social media, websites, and email marketing platforms.
- Experience updating and managing website content using a Content Management System (CMS)
- Experience using design tools (e.g., Canva, Adobe Creative Suite) for producing marketing materials.
- Photography and basic video capture/editing skills for digital content.
- A keen interest in sport and an understanding of grassroots football in Derbyshire and England.
- Awareness of the role and function of County Football Associations.
- Understanding of safeguarding and equality principles within sport.
- Strong organisational skills, with the ability to manage multiple priorities and deadlines.
- Ability to work both independently and as part of a team.
- Full, clean UK driving licence and access to a vehicle for work purposes.
- Willingness to work occasional evenings and weekends to cover events and matches.

DESIRABLE

- Experience working within sport, community engagement, or a not-for-profit environment.
- Familiarity with The FA's strategic priorities, programmes, and campaigns.
- Proven track record of engaging with media outlets and securing coverage.
- Experience in event promotion and live event content creation.
- Knowledge of analytics tools (e.g., Google Analytics, social media insights) to monitor and evaluate campaign performance.
- Experience producing accessible and inclusive communications.
- Experience in improving website user experience and optimising content for search (SEO).
- Experience managing email marketing campaigns to engage and grow audiences.





The job holder will be expected to understand and work in accordance with these strategic priorities described below.

IMPROVE PLAYING CHOICE AND OPPORTUNITIES	<ul style="list-style-type: none">• Evolve the youth game.• Improve team-based football for adult male players.• Create more opportunities to play safe, inclusive casual football.• Support the disability game to grow and thrive.
DEVELOP EQUAL OPPORTUNITIES FOR WOMEN & GIRLS	<ul style="list-style-type: none">• Evolve the youth game.• Improve team-based football for adult male players.• Create more opportunities to play safe, inclusive casual football.• Support the disability game to grow and thrive.
BUILD MORE AND IMPROVE EXISTING FACILITIES	<ul style="list-style-type: none">• Transform grass pitch quality.• Build more 3G pitches.• Create inclusive and accessible facilities.• Improve environmental sustainability.
TACKLE POOR BEHAVIOUR	<ul style="list-style-type: none">• Apply tougher sanctions.• Promote positive behaviour.• Drive collective responsibility across the game to raise standards.
DEVELOP A VALUED NETWORK OF VOLUNTEERS, COACHES AND REFEREES	<ul style="list-style-type: none">• Grow the number of people running the game.• Improve the diversity of those running the game.• Support those running the game to learn and develop.• Celebrate and reward those running the game.
SUPPORT THRIVING COMMUNITY CLUBS	<ul style="list-style-type: none">• Ensure clubs grow opportunities and provide a quality experience through England Football Accreditation.• Help clubs to become more sustainable.• Support the current and future generation of club leaders.• Equip clubs to add value to their local communities.
CONNECT AND SERVE PARTICIPANTS	<ul style="list-style-type: none">• Make it easier to find information and opportunities to play, volunteer and learn.• Improve our customer service and communications.• Develop our digital tools to make running the game easier.• Explore digital opportunities to enhance the football experience.
PROGRESS THE GAME'S GOVERNANCE	<ul style="list-style-type: none">• Promote the highest levels of governance across the grassroots network.• Evolve local Football Associations focused on developing football For All.• Support the grassroots game to be financially robust.• Support the game to be safe and well-run.

4. HOW TO APPLY

- Complete the [Online Application Form](#) by 5pm Friday 5th September.

Please note that no applications will be accepted after this time. Your application should include:

- A CV setting out your career history, achievements and preferred contact details
 - A supporting statement (or covering letter) of no more than two pages, which fully addresses the criteria in the job description and person specification
 - Details of two referees who can speak authoritatively about you together with a brief statement of the capacity and over what period of time they have known you.
- Complete the [Equality and Diversity Monitoring Form](#). Please note that completing this form is entirely voluntary.

5. SELECTION PROCESS

- Applicants selected will be contacted by 5pm Friday 12 September 2025. If you have not heard from us by this date, unfortunately you have been unsuccessful on this occasion.
- Interviews will take place on Friday 19 September 2025.

If you would like to explore the fundamentals of this role further, please contact:

- Thomas Crabtree, Derbyshire FA, Senior Facilities & Partnerships Officer | thomas.crabtree@derbyshirefa.com





**DERBYSHIRE COUNTY
FOOTBALL ASSOCIATION**