**Job Description and Person Specification**

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| **Job title** | Marketing and Communications Support Officer |
| **Reports to** | Senior Marketing and Partnerships Officer |

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| **Job purpose(s)** | |
| * To support delivery of The FA Grassroots Football Strategy and the Essex County FA Business Strategy. * To lead the development, implementation and review of the Essex County FA marketing and communications functions. * To enhance the image, profile and reputation of the Essex County FA . * 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** | N/a |

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| **Location** | Springfield Lyons Approach, Springfield, Chelmsford Essex CM2 5LB |
| **Working hours** | Monday to Friday 9am – 5pm with evening or weekend working required. |
| **Contract type** | Permanent |

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| **Responsibilities** |
| * Maintain control over the Essex County FA brand. * Provide local marketing and communications support to dedicated FA campaigns. * Operate and maintain the Essex County FA 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 Essex County FA printed and online material. * Develop links within the local media to ensure that there is regular coverage of the Essex County FA activities. * Expertly and effectively manage incoming media requests. * Proactively protect and promote the reputation of the Essex County FA within the media. * Provide marketing and communications support and advice to clubs and leagues. * Maintain and review the Essex County FA branding and visual imagery ensuring consistency across all media. * Maintain and review the Essex County FA internal and external publications to ensure consistency of message and maximise efficiency. * Maintain a picture library and a record of all published articles. * Support ongoing commercial partnerships to ensure mutual expectations are delivered. * Support delivery of a programme of public events, particularly County Cup finals. * Support delivery of customer excellence programmes. * Undertake relevant market research to identify progress and highlight areas for priority action. * Support delivery of the Essex County FA awards’ programmes. * 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 Essex County FA 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 Essex County FA 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 Essex County FA 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 Essex County FA Business Strategy. * Contribute to ensuring that safeguarding and equality are embedded throughout the Essex County FA and grassroots football. * Execute tasks as required to meet the Essex County FA changing priorities. |

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| **Person specification** | |
| **Qualifications** | |
| **Essential**   * A qualification in marketing. * Educated to A Level or equivalent. | **Desirable**   * A degree level qualification or equivalent experience. |
| **Skills** | |
| **Essential**   * 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. | **Desirable**   * 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. |
| **Knowledge and experience** | |
| **Essential**   * 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. | **Desirable**   * 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. |
| **Enhanced DBS Check required?** | NO |
| **Clean, full driving licence?** | NO |

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| **The job holder will be expected to understand and work in accordance with the values and behaviours described below** | |
| **ECFA Value** | **Behaviours** |
| Understanding | * We are supportive, empathetic and knowledgeable using insight and data to drive decision making |
| New Innovations | * We are proactive and creative to improve existing formats of football and explore new ways of delivering the game |
| Integrity and Inclusion | * We are fair, honest, and accountable ensuring equality and diversity to develop football for all and making sure all those who wish to be involved are supported and encouraged |
| Teamwork | * We work collaboratively and inclusively with each other across all areas of the business, and with our partners across the game, to optimise all our opportunities. |
| Excellence | * We aim to deliver high quality football services, seeking feedback and constantly reviewing our work, to develop our services based on the needs of our community and individual customers |

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| **Job description reviewed and modified by:** | Nick Emery (Head of Development) |
| **Date job description reviewed and modified:** | August 2022 |
| **Job description authorisedby:** | Brendan Walshe (CEO) |

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| **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.