**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.
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| **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.
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| **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.
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| **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.
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| **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
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| New Innovations  | * We are proactive and creative to improve existing formats of football and explore new ways of delivering the game
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| 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
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| 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.
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| 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.