**Job Description and Person Specification**

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| **Job title** | Senior Marketing and Partnerships Officer |
| **Reports to** | Chief Executive 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 Identify new and maximise existing corporate sponsorship and partnership opportunities to generate additional revenue for reinvestment back into grassroots football.
* 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** | Marketing and Communications Officer  |

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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** |
| **Marketing*** Maintain control over the Essex County FA brand.
* Provide local marketing support to dedicated FA campaigns.
* Manage the Essex County FA website and social media accounts ensuring that they remain a central resource for the dissemination of information to all stakeholders.
* Develop links within the local media to ensure that there is regular coverage of the Essex County FA activities.
* Provide marketing support and advice to clubs and leagues.
* Review the Essex County FA branding and visual imagery ensuring consistency across all media.
* Review the Essex County FA external and internal publications to ensure consistency of message and maximise efficiency.
* Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies.
* 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.

**Partnerships*** Identify, approach and conclude partnership agreements with organisations in the local/regional business community, ensuring such agreement do not conflict with central FA partnerships.
* Identify, approach and conclude partnership agreements with non-commercial organisations in the local regional community (e.g. mutually-beneficial agreements with charities), ensuring such agreements do not conflict with central FA partnerships.
* Ensure formal contracts are in place with all partners, whether commercial or non-commercial.
* Manage new and existing commercial and non-commercial partnerships to ensure mutual expectations are delivered.
* Ensure renewal negotiations are started well in advance of all agreements’ expiry dates.
* Use all reasonable endeavours to assist The FA in delivering its commercial partner programme in accordance with the reasonable instructions issued by The FA.

**General*** 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.
* Awareness of the safer recruitment policy to ensure that staff and volunteers deployed by the Essex County FA are suitable for their roles and uphold the values and behaviours of the Essex County FA and that it is applied to new appointments.
* Maintain a picture library and a record of all published articles.
* Manage a programme of public events, particularly County Cup finals.
* Manage customer excellence programmes.
* 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).
* Undertake relevant market research to identify progress and highlight areas for priority action.
* Support and assist with the management of the Essex County FA awards’ programmes.
* 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 degree level qualification or two years’ marketing and/or sales experience.
 | **Desirable** * A business, marketing or related qualification.
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| **Skills** |
| **Essential*** Strategic thinking and planning skills.
* Self-motivated with excellent leadership skills and ability to build trust-based relationships.
* Excellent internal and external stakeholder relations and customer service skills.
* 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 within deadlines.
* Ability to coach, develop and manage the performance of staff.
* Exceptional communication, interpersonal and influencing skills.
* Effective creative writing and presentation skills.
* Effective prioritisation and time management skills.
* Excellent IT skills, including the use of Microsoft Office applications.
* Excellent problem-solving and decision-making skills.
* Budget management skills.
* Ability to use data to monitor and evaluate programmes.
 | **Desirable*** Event management skills.
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| **Knowledge and experience**  |
| **Essential*** Practical experience of marketing via all digital and traditional channels.
* Knowledge of how the County FA operates in partnership with The FA.
* Knowledge of and commitment to equality, diversity and inclusion.
* Knowledge of The FA’s Safeguarding Operating Standard.
* Experience of monitoring and evaluation of programmes.
* Knowledge of good people management practice.
 | **Desirable*** Experience of project management.
* Experience of utilising mapping programmes to support strategic and logistical planning.
* 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.
* Knowledge of, and existing contacts within the local/regional business community.
* Knowledge of, and existing contacts within the local/regional public sector and charity community.
* Knowledge of, and existing contacts within the local/regional media sector.
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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.