

EMPLOYMENT APPLICATION PACK:

Marketing, PR & Communications Officer



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If you would like to discuss the role further or have any questions on the content of this pack, please contact **Isabella Pearson (Business Development Lead)** or **Sacha Nicholas (Facilities & Investment Manager)**:

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Marketing, PR & Communications Officer

Salary: £25-27k per annum

Contract: Sep 2022-July 2024
(subject to renewal)

What is the role?

To play a key strategic role in leading the Marcomms Team, ensuring you are the main point of contact for all inquiries. You will coordinate and oversee all marketing, communications & PR strategies, and required activations for Hampshire FA and its related sub-brands.

What will you do?

- You will oversee and deliver the Marketing, PR & Communications strategy for Hampshire FA and all sub-brands. You will ensure that all work is signed off to safeguard the Hampshire FA brand and sub-brands and ensure consistency across the board.
- You will manage the website, social media channels, and e-shots/e-marketing for the association and for all sub-brands under Hampshire FA.
- You will line manage the Marcomms intern and work with the team to ensure there is consistency across the board.
- You will develop collaborative partnerships with Hampshire FA commercial partners as the role will require supporting the Business Development Lead with various commercial activities.
- You will work closely with Hampshire FA's Official Marketing & Print Partners, Topodium Group to manage all content, including the content calendar to ensure that all requirements are met for the association and its sub-brands.

What do you need?

- Min 2+ years of industry experience (in the field of marketing, communications, and/or PR)
- Excellent communication and people skills
- Excellent multi-tasking and organisational skills
- A people person with a can-do attitude

Applications by 8th September

Interviews will take place on **Thursday 15th September** at the Front Lawn Community Hub in Havant (Somborne Drive, Havant, PO9 5AN).

Access the form by scanning this QR code with a smartphone:

<https://forms.office.com/r/m1eYNNpKQE>



APPLICATION PROCESS

Please see the accompanying **advert & job description, full role profile & person specification** and **supporting information**. These should be used as a guide when completing the application form. The application form can be made available in alternative formats and should this be required please contact us to advise of your requirements.

Please complete the application form by clicking [here](#).

If shortlisted, you will be invited to interview for the role. The exact format of the interview will be confirmed with notice of the interview and reasonable adjustments can be made to accommodate any needs you may have.

Hampshire FA have an understanding and commitment to **equality, diversity and inclusion** and would be grateful if you could complete an optional, anonymous equality monitoring form as part of your application. By completing this questionnaire, you are helping us to plan for the future and ensure we recruit from a diverse pool of applicants that are appropriate and relevant to the community we serve.

Please complete the equality monitoring form by clicking [here](#).

Hampshire FA are committed to **safeguarding children and adults at risk**. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through the FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and information provided.

Key Dates:

Application Closing date – **Thursday 8th September 2022**

Interviews – **Thursday 15th September** (times TBC) at Front Lawn Community Hub, Somborne Drive, Havant, PO9 5AN.



FULL ROLE PROFILE & PERSON SPECIFICATION

Hampshire FA are an equal opportunities employer and actively encourage people from diverse backgrounds to apply for all roles.

Job title	Marketing, PR & Communications Officer
Reports to	Football and Investment Manager
Job purpose(s)	<ul style="list-style-type: none"> To lead the Marcomms Team, ensuring you are the point of contact for all enquiries and coordinating all processes for Hampshire FA and its related sub-brands To safeguard the Hampshire FA brand and sub-brands of the association, ensuring we are delivering excellence in our marketing, PR & communications activities. To sign off work in accordance with the brand's tone of voice and image. To support the Marcomms intern and manage their workload by assigning them tasks to complete in line with role.
Location	Winklebury Football Complex, Basingstoke, RG23 8BF or Front Lawn Community Hub, Havant, PO9 5AN (Hybrid Working Policy currently in operation providing mix of office/remote working - subject to ongoing review)
Working hours	38.75 hours a week, occasional evening/weekend work required (Flexible options available - job share, part-time)
Contract type	Initial full-time contract from September 2022 – 31 st July 2024 (Further extension subject to funding renewal)
Salary	£25-27k per annum
Toponium Group (Official - Marketing & Print Partners of Hampshire FA and related partners).	<ul style="list-style-type: none"> Ensure the content plan for the agency is up to date and to manage that process with weekly catchups. To ensure work is being met to deadlines for the various sub-brands and overall county FA. Produce and send the monthly Hampshire FA e-shot to ensure subscribed members are up-to-date with all county FA comms. Manage media partnership with any media partners signed up to Hampshire FA Support Hampshire FA staff with all marketing, PR, and communications activities and inquiries and coordinate the entire process from planning through to implementation. Activate The FA's marketing, PR, and communications activities as and when needing to be actioned. Oversee the website and social media sites and ensure content is up to date and time sensitive
Media/Press	<ul style="list-style-type: none"> Oversee media requirements (point of contact for all press inquiries) and appoint media to cup finals and other key events in the year for increased exposure. Manage consent process. Update analytics reports to drive public and commercial interest and to keep the CEO and Board of Directors informed of the county FA's developments. Manage media partners and inquiries including arranging for press and other media outlets to attend Hampshire FA events such as cup finals and the Grassroots Football Awards.
Event Support	<ul style="list-style-type: none"> Assist BDL with award winner comms for the Grassroots Awards and assist Business Assist the Cups & Competitions Team with marketing/press & media/sponsorship/ticketing/live streaming (Solent Uni)/general organisation support (ensure a member of the marketing team is present at every adult cup final).
Work with the Business Development Lead (BDL) and Hampshire FA Partners	<ul style="list-style-type: none"> To support the BDL with sponsorship activations in the year Promotion of commercial opportunities across website and social media channels,, including management of any social media advertising campaigns and all digital comms Overseeing tickets/e-tickets for Hampshire FA partners in line with their commercial packages
Safeguarding	<ul style="list-style-type: none"> Support maintenance of FA safeguarding 365 operating standards and ensure that the safeguarding of young and vulnerable people is prioritised at all times Carry out appropriate Safeguarding Risk Assessments for any activities delivered Ensure that all participants and their families are aware of how/encouraged to report any safeguarding concerns they might have Listen to and consult with under-18s on their experiences of grassroots football as part of the Hampshire FA youth engagement strategy



Equality, Diversity & Inclusion	<ul style="list-style-type: none"> To work closely with the Football Development Team and related departments to promote football participation opportunities for all demographics. Produce press releases and manage social media messages to drive traffic to the site and related equality, diversity & inclusion pages. Support the team with events/networking meetings by promoting the opportunities and encouraging registration to the events. Work with commercial or related partners to support other activations relating to equality, diversity & inclusion such as Hey Girls.
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Skills**Knowledge/Experience**

Essential (Required to fulfil role)	<ul style="list-style-type: none"> Ability to work strategically with the BDL and commercial partners to activate their partnerships across the web and social channels. 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 effectiveness. 	<ul style="list-style-type: none"> Knowledge of overseeing Content Management Systems and social media channels inc content scheduling. Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding. Knowledge of analytical reporting (trends, demographics and more) Knowledge of the structure and partner organisations within football, nationally and within the County FA locality.
Non-Essential (Beneficial but can be accumulated once in the role)	<ul style="list-style-type: none"> The ability to train Hampshire FA staff on areas such as the website, social media, and e-marketing platforms (Mailchimp) Capability to create analytical reports, budgets, and plans 	

HFA Values**Expected Behaviours**

PROGRESSIVE	<ul style="list-style-type: none"> Identifies the need for, and actions change in direction, practice, policy or procedure. Questions the way things are done and takes informed risks. Continuously seeks to improve efficiency and performance.
INCLUSIVE	<ul style="list-style-type: none"> Avoids pre-judgement when listening to suggestions from others. Seizes the opportunity to apply Hampshire FA standards at all times. Openly collaborates with colleagues and partners in the game Provides equal opportunity to people of different backgrounds, experience and perspective Seeks out and embraces new ways of thinking and working.
DETERMINED	<ul style="list-style-type: none"> Works relentlessly to overcome roadblocks or obstacles to achieve the goal. Remains focused on seeing agreed goals through to completion taking pride in their work. Maintains motivation for their team and themselves.
EXCELLENT	<ul style="list-style-type: none"> Seeks to achieve the highest levels of performance at all times. Can be committed to achieve a standard that others consider impossible. Supports others to go further and achieve more.

Application Deadline:	8 September 2022
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Interviews to be held (format TBC):	15 September 2022
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SUPPORTING INFORMATION

Hampshire FA Vision, Mission & Values

Vision

*Using the power of **football** to build a better future for all communities in **Hampshire**.*

Mission

Set strong foundations for all of Hampshire football to **Recover** stronger by enabling & supporting a bespoke Hampshire FA workforce.

Deliver an expanding network of **Hub Sites**, connected with & fully engaging their local communities.

Put **Youth Engagement** at the centre of all delivery & ensure young people are heard, safeguarded & empowered to influence the future.

Re-invigorate **Equality, Diversity & Inclusion** through new IAG/local engagement structure & governance standards.

Undertake a full business **Culture** review to embed inclusivity, safeguarding & quality community service throughout all we do.

Values

Progressive - Respect - Inclusion - Determined - Excellence

