

HUNTINGDONSHIRE FOOTBALL ASSOCIATION LIMITED

President: M M Armstrong Chairman: M C Frost Vice Chairman: R Stephen Company Secretary: M Ives



Job Description and Person Specification

Job title	Marketing, Communications & Customer Relations Assistant
Reports to	General Manager

Job purpose(s)	
<ul style="list-style-type: none">• To support delivery of The FA National Game Strategy and the Hunts FA Business Strategy.• To lead the development, implementation and review of the Hunts FA marketing and communications functions.• To enhance the image, profile, and reputation of the Hunts 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.• To Oversee and promote Room Hire	
Direct reports	None

Location	Hunts FA, Ambury House, Ermine Business Park, Sovereign Court, Huntingdon, PE29 6XU
Working hours	37.5 hours a week
Contract type	Permanent

Responsibilities	
<ul style="list-style-type: none">• Maintain control over the Hunts FA brand.• Provide local marketing and communications support to dedicated FA campaigns.• Oversee the Hunts 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 Hunts FA printed material.• Develop links within the local media to ensure that there is regular coverage of the Hunts FA activities.• Expertly and effectively manage incoming media requests.• Proactively protect and promote the reputation of the Hunts FA within the media.• Provide marketing and communications support and advice to clubs and leagues.• Review the Hunts FA branding and visual imagery ensuring consistency across all media.• Review the Hunts FA internal and external publications to ensure consistency of message and maximise efficiency.• Maintain a picture library and a record of all published articles.• Manage ongoing and identify new commercial partnerships to ensure mutual expectations are delivered.• Manage a programme of public events, particularly County Cup finals.• Manage customer excellence programmes.• Undertake relevant market research to identify progress and highlight areas for priority action.• Manage the Hunts FA awards' programmes.	

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- 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 Hunts 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 Hunts 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 Hunts 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.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Hunts FA and grassroots football.
- Execute tasks as required to meet the Hunts FA changing priorities.
- 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 Hunts FA Business Strategy.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Hunts FA and grassroots football.
- Align leagues and clubs' ambitions with the National Game Strategy through support services, initiatives, and programmes.
- Promotion and overseeing of Room Hire
- Reporting back to the Marketing Committee

Person specification

Qualifications

Essential

- A suitable qualification or suitable experience.
- 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.

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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<ul style="list-style-type: none"> 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. 	
Knowledge and experience	
Essential <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Knowledge and understanding of The FA's National Game Strategy and how the County FA Business Plans support its delivery- Knowledge and understanding of working with volunteers.
Enhanced DBS Check required?	YES
Clean, full driving licence?	YES

The job holder will be expected to understand and work in accordance with the values and behaviours described below <modify this section as required for your County FA values>	
FA value	Behaviours
PROGRESSIVE	Embraces new thinking in pursuit of continuous improvement: <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.
RESPECTFUL	Sets the standards for respectful behaviour across the game: <ul style="list-style-type: none"> Maintains people's self-esteem when interacting with them. Avoids pre-judgement when listening to suggestions from others. Seizes the opportunity to apply FA standards at all times.
INCLUSIVE	Champions and ensures that football is, and will remain, a game for everyone: <ul style="list-style-type: none"> 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	Tenacious and accountable. Serving the whole game and doing the right thing: <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	The very best outcome achieved by sustained excellence in performance: <ul style="list-style-type: none"> Seeks to achieve the highest levels of performance at all times. Persistent to achieve a standard that others consider impossible. Challenges others to go further and achieve more.

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Job description reviewed and modified by:	Katie Day
Date job description reviewed and modified:	13 th May 2022
Job description authorised by:	Mark Ives

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.