



**ENGLAND
FOOTBALL**

LINCOLNSHIRE FOOTBALL ASSOCIATION

MEDIA AND MARKETING INTERN

RECRUITMENT PACK

'ONE LINCOLNSHIRE COMMUNITY, UNITED AND INSPIRED BY THE POWER OF FOOTBALL'



**ENGLAND
FOOTBALL**

LINCOLNSHIRE FA – MEDIA AND MARKETING INTERN

The Lincolnshire Football Association Limited is seeking to recruit a Media and Marketing Intern to support the delivery of our strategy in partnership with key stakeholders across Lincolnshire.

This pack provides the following to assist individuals in considering whether they have the relevant skills and attributes required for the role:

1. Background to the Association
2. Values of the Association
3. The Role
4. What the Association offer for employees
5. How to apply
6. The selection process
7. The Role Profile
8. Application Form

BACKGROUND

The Lincolnshire Football Association (LFA) is the not-for-profit governing body of football in Lincolnshire. Today we have over 30,000 players from 1800 teams along with 600 match officials under our banner, stretching across one of the largest geographical counties in the country. We have delegated powers from the FA to manage rules and regulations to ensure fair play in the grass roots game, both on and off the pitch.

Now is an exciting time to be joining the Lincolnshire Football Association as we enter continue to implement our strategy 'One Lincolnshire Community, united and inspired by the power of football'. Our strategy will enable and support long term planning, sustainability and growth. The key aims of the strategy are:

- Creating safe and inclusive football environments.
- Retain, sustain and then lead the growth and development of all formats of the game.
- Recruit and develop a diverse workforce that meets need and supports growth.
- Develop and improve our business to better serve our members and communities.

Year 1 of the strategy has seen positive results namely:

- Continued growth in male participation
- Substantial growth in the women's and girls' game, both in participation and profile
- Continued growth in the number of volunteers servicing and supporting our game
- Development of non-traditional formats of the game
- Increased level of external investment in the grassroots game
- Development of new partnerships Improved relationships with our stakeholders and increased customer service satisfaction

VALUES OF THE LINCOLNSHIRE FOOTBALL ASSOCIATION

As an Association we know that our values and beliefs are key to creating the right culture for us to succeed in the achievement of our Vision and Mission. Everyone who represents Lincolnshire FA strives every day to bring these beliefs to life.

We believe in:

- Acting with integrity, by ensuring we do the right thing and not the easy thing (even when no one is watching) is in the best interest of the game.
- Being progressive in all that we do, always looking for ways to continuously improve through giving our staff the freedom to innovate will help us best meet the needs of the game.
- Being transparent in all that we do will help us build relationships that will stand the test of time as they will be based upon high levels of trust.
- Recognising and rewarding the hard work, effort, and achievements of everyone who supports and makes the game possible 'For All', which will help us to ensure that people who make a positive difference feel valued and appreciated.
- The pride we have for the work we do drives us to care about everyone involved in football in our community as we know this will be key to making our Vision a reality.

THE ROLE

The media and Marketing intern will lead the development, implementation and review of the Associations media, marketing and communications functions. The successful applicant will enhance the image, profile and reputation of the Association in accordance with Lincolnshire FA's strategy and operational plan, ensuring all targets are met. A role profile is included in this information pack.

To join the team and be successful, the individual must be able to demonstrate an understanding of the role on offer and how their expertise and experience will enable them to meet the essential and desirable criteria within the role.

The interview panel must be convinced of the individual's passion, inspiration, creativity and professionalism for the role.

The successful applicant will report to the Chief Executive Officer.

Applicants should have knowledge and experience of media, marketing and communication, including the use of social media platforms and ideally have an understanding of grassroots football and experience of working with volunteers in sport / football. They should be computer literate, with strong presentation and communication skills, be able to work under pressure, handle multiple priorities and meet deadlines. They will need to demonstrate exceptional customer service, be able to work as part of a team with excellent planning, communication and presentation skills and be able to work occasional evenings and weekends.

The Lincolnshire FA is 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.

WHAT CAN THE LINCOLNSHIRE FA OFFER?

- An exciting opportunity to join a forward thinking, progressive sports organisation
- An exciting opportunity to work with key stakeholders within the grassroots and professional game
- A commitment to empowered and supportive personal development
- The potential of the role being made permanent
- Potential of flexible working combining home and office to
- Employee Access Programme
- Simply Health – health and well-being programme
- Free Branded Nike uniform
- Access to FA Cup final tickets and England tickets for matches at Wembley



The role is part time, 25 hours a week with a flexible approach to when the hours are undertaken. This will be finalised with candidates invited for interview. The role is offered as an initial internship of 6 months which will be concluded on the 30th June 2023. The position will receive 33 days annual holiday pro rata (including bank holidays), and a pro rata salary of £20425.

HOW TO APPLY

Complete the Application Form enclosed no later than 5pm Friday 11th November 2022. Please note that no applications will be accepted after this time.

SELECTION PROCESS

Applicants selected to attend an interview will be contacted by 18th November. If you have not heard from us by this date unfortunately you have been unsuccessful on this occasion.

INTERVIEWS

Interviews for the role will take place on Wednesday 23rd November and will be held at the offices of the Lincolnshire Football Association, Deepdale Enterprise Park, Deepdale Lane, Nettleham, Lincoln LN2 2LL. If required, second interviews may be held in order to determine the most suitable candidate for the role.

If any questions arise about the role or clarity is required on the recruitment pack, please contact Nick Hanson, Chief Executive Officer nick.hanson@lincolnshirefa.com or 01522 596580.



ROLE PROFILE

Job Title	Media & Marketing Intern
Reports to	Chief Executive Officer
Grade	SCP 1 £20425 pro rata
Role Purpose	<ul style="list-style-type: none">● To support delivery of The FA Grassroots Football Strategy and the Associations Business Strategy.● To lead the development, implementation and review of the Associations media, marketing and communications functions.● To enhance the image, profile and reputation of the Association.● 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	None
Location	Lincolnshire FA Office with opportunity to work at home as agreed with line manager
Working Hours	25 hours a week
Contract Type	Intern – until 30 th June 2023

RESPONSIBILITIES

- Maintain control over the Associations brand.
- Provide local marketing and communications support to dedicated FA campaigns.
- Oversee the Associations 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 Associations printed material.
- Develop links within the local media to ensure that there is regular coverage of the Associations activities.
- Expertly and effectively manage incoming media requests.
- Proactively protect and promote the reputation of the Associations within the media.
- Provide marketing and communications support and advice to clubs and leagues.
- Review the Associations branding and visual imagery ensuring consistency across all media.
- Review the Associations 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 commercial partnerships to ensure mutual expectations are delivered.
- Risk-assess all LFA events and activity for under-18s and where the LFA directly employs or deploys under-18 referees, coaches and volunteers to ensure that appropriate safeguards are in place.
- 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.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the LFA's youth engagement strategy.
- Utilise the feedback from under-18s and adults at risk to enhance the experience and fun and safety in grassroots 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).
- 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.
- Contribute to ensuring that safeguarding and equality are embedded throughout the LFA's and grassroots football activities.
- Execute tasks as required to meet the LFA's changing priorities.

CFA VALUES AND BEHAVIOURS - THE JOB HOLDER WILL BE EXPECTED TO UNDERSTAND AND WORK IN ACCORDANCE WITH THE VALUES AND BEHAVIOURS DESCRIBED BELOW

- Acting with integrity, by ensuring we do the right thing and not the easy thing (even when no one is watching) is in the best interest of the game
- Being progressive in all that we do, always looking for ways to continuously improve through giving our staff the freedom to innovate will help us best meet the needs of the game
- Being transparent in all that we do, will help us build relationships that will stand the test of time as they will be based upon high levels of trust
- Recognising and rewarding the hard work, effort, and achievements of everyone who supports and makes the game possible 'For All', which will help us to ensure that people who make a positive difference feel valued and appreciated
- The pride we have for the work we do drives us to care about everyone involved in football in our community as we know this will be key to making our vision a reality

PERSON SPECIFICATION

QUALIFICATIONS

ESSENTIAL

- A qualification in media / marketing.
- A degree level qualification or equivalent experience.

DESIRABLE

SKILLS

ESSENTIAL

- 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.
- 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.

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	YES
CLEAN, FULL DRIVING LICENCE?	YES
JOB DESCRIPTION REVIEWED AND MODIFIED BY:	Nick Hanson – CEO
DATE JOB DESCRIPTION REVIEWED AND MODIFIED BY:	15 th September 2022
JOB DESCRIPTION AUTHORISED BY:	Nick Hanson

One copy to be retained by the job holder, one signed copy to be stored confidentially by the employer.



ENGLAND
FOOTBALL

APPLICATION FORM

The decision to invite you to attend for interview will be based on the information you provide on this form. The Lincolnshire FA is an Equal Opportunities Employer.

Position applied for:

PERSONAL DETAILS

Please complete in BLOCK CAPITALS

First Names:

Surname:

Mr / Ms / Mrs or preferred title:

Are you over the age of 18?

Address:

Post Code:

Email Address:

What is the best day and time to contact you?

What is the best number to contact you on?

Do you hold a full current driving licence?

Do you have an accepted FA DBS (Criminal Records Check)*

*If you do not hold an FA DBS, it may be a requirement for this to be completed before appointment.

EDUCATION AND TRAINING

Please provide details of your education, qualifications and training that you have completed or are currently undertaking.

Dates	Details of School/College/Institution	Course or Qualification	Grade

Please attach a continuation sheet if required



EMPLOYMENT & VOLUNTEERING HISTORY

Starting with your present or most recent job, please give a summary of all employment, including any freelance and relevant unpaid / voluntary work. Please include start and end dates for all positions held, the name of employer, nature of business, your job title and brief details of your responsibilities. Also include salary and benefits package (where applicable and relevant).

Dates	Employers name/nature of business	Job title	Key Responsibilities	Salary/ Benefits

Please attach a continuation sheet if required

HOW DO I MEET THE REQUIREMENTS OF THE ROLE?

Please outline the skills and experience that you have which are appropriate to demonstrate your suitability for the advertised role and how you would meet the essential and desirable knowledge, experience and skills required. Please include any paid work, unpaid/voluntary work which is relevant to the role we are recruiting for. In your application please ensure you have read and fully understand the job advertisement and the role description provided.





NAMES AND ADDRESS OF REFEREES

Please give the name and address of two referees, one being your most recent employer

	First Referee	Second Referee
Name		
Address		
Postcode		
Telephone		
Email		
Relationship to you		

ADDITIONAL INFORMATION

Do you require a work permit or are there any restrictions on your ability to work in the UK?

If yes, please give further details:



If your application is successful what notice period would you have to provide your current employer?

--

DECLARATION

I give my consent to the storage of personal data contained within this form for the purposes only of this application process. I can confirm and declare that the information provided on this form, to the best of my knowledge is complete, accurate and not misleading.

Signature:

--

Date:

--