



LIVERPOOL COUNTY FA RECRUITMENT PACK

MARKETING INTERNSHIP

October 2021



ABOUT LCFA

Liverpool County FA is one of the most prestigious County FAs in the country, serving in excess of 55,000 players, 500 clubs and 3,500 teams.

As the governing body of the game across Merseyside, Liverpool County FA is responsible for setting high standards and values throughout the game at every level.

Liverpool County FA is responsible for providing the structure and support that enables players, coaches, volunteers and referees from across Merseyside to develop and enjoy the beautiful game.

Our utmost priority is that every participant is given the opportunity to develop in a progressive and enjoyable football environment.

By promoting 'Football for All', we encourage participation across all sections of society, regardless of age, ability, disability, gender, sexual orientation, race, religion or socio-economic status.

ABOUT THE ROLE

Do you want to work for one of the most prestigious County FA's and help in the development, production and marketing of grassroots football?

If so, an exciting opportunity has arisen to join our team.

We are seeking to recruit several inspiring, dynamic and motivated Internships across our business. These opportunities range from generalist marketing and communications, brand management and social media.

As a Marketing Intern, you will be supporting our fast-paced teams to develop and deliver innovative and inclusive campaigns through The FA's National Game Strategy and Liverpool County FA's own Business Strategy.

The roles on offer will help you develop your own skills and knowledge to help you progress within the industry.

This is an incredibly exciting opportunity and a fantastic time to join our team as we continue to transform our organisation and focus on creating football opportunities for all.



HOW TO APPLY

The closing date for applications is **Friday 26 November at 17:00**. Informal interviews for the positions will be held upon application and so we encourage interested applicants to apply immediately to avoid disappointment.

For an informal discussion about Liverpool County FA and the role of Marketing Intern, please contact:

Anna Farrell | Football Development Officer (Marcomms Lead)

anna.farrell@liverpoolfa.com

0151 523 4488 #110

To apply for the role of Marketing Intern please submit a CV and short covering letter detailing the qualities and attributes you would bring to compliment Liverpool County FA.

Before applying, please see the relevant role profile below for more information. Completed applications can be sent to recruitment@liverpoolfa.com along with a completed Equality & Diversity Form.

All applications should be marked 'Private & Confidential – LCFA Marketing Intern.'

Liverpool County FA promotes inclusion and values diversity and welcomes applications from everyone. If you have any particular requirements in respect of the recruitment or interview process, please highlight this in your application.

Disclosure and Barring Service Check As this role involves direct access to young people under the age of 18, within the context of the job and any subsequent related activities or responsibilities, the successful candidate will undergo a thorough screening process that will include an enhanced level Disclosure and Barring Service check to ensure their suitability for the role.

Liverpool FA is committed to achieving equality and fairness in employment and service delivery and we welcome applications from all sections of the community.



JOB DESCRIPTION & SPECIFICATION

Job Purpose(s):

- To support delivery of The FA National Game Strategy and the Liverpool County FA Business Strategy.
- To contribute to the delivery of Liverpool County FA's Marketing Plan.
- To support the adoption and roll out of The FA's Marketing & Communications assets.

Job Responsibilities:

- Provide local marketing and communications support to dedicated Liverpool County FA and FA campaigns.
- Ensure the adherence of Liverpool County FA's Brand Guidelines both internally and externally.
- Contribute to the management and content development of all digital marketing channels, particularly social media.
- Provide marketing and communications support and advice to grassroots clubs and leagues.
- Review Liverpool County FA's branding and visual imagery ensuring consistency across all marketing channels.
- Develop and maintain a picture library and a record of all published articles.
- Support Liverpool County FA's programme of public events, particularly County Cup finals.

Qualifications:

- Marketing, Communications and/or Branding academic background (preferably to Undergraduate level)

Skills:

- Effective communication skills
- Effective planning skills
- Ability to manage multiple deadlines and projects
- Team player with the ability to work independently
- Creative flair with an eye for detail
- A positive mentality!

Knowledge & Experience

- Knowledge and understanding of Microsoft Office as well as CRM and CMS applications.
- Knowledge and understanding of a variety of social media platforms.
- Developing content from little and/or no brief.
- Basic knowledge of Liverpool County FA's policy and procedures related to safeguarding and protecting children, young people and adults at risk.

- Knowledge of The FA's National Game Strategy.
- Knowledge and understanding of grassroots football.
- Knowledge and understanding of working with volunteers.

Enhanced DBS Check required? Yes

Clean, full driving license required? Not essential

The successful applicant will be expected to work in accordance with the values of Liverpool County FA at all time.

Liverpool County FA Values & Behaviours

- **Teamwork**
- **Inclusivity**
- **Passion**
- **Integrity**

*Job Description authorised by: **Daniel Green, Chief Executive Officer***

*Date Job Description authorised: **INSERT DATE/YEAR***

Signed by job holder

(on appointment)