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| <b>Job Title:</b>   | Marketing and Communications Manager |
| <b>Salary:</b>  | £31,000                              |
| <b>Reports To:</b>  | Head of Partnerships                 |
| <b>Job Purpose(s)</b>   |                                      |
| <ul style="list-style-type: none"> <li>▪ Lead the development and delivery of the London FAs marketing and communications strategy to significantly increase engagement with London FA.</li> <li>▪ Write, and create content for digital and hard copy which connect with our grassroots audiences.</li> <li>▪ Work closely with the Head of Partnerships on London FAs communication style and supporting the identification of our commercial partners.</li> <li>▪ Supporting the activation delivery of our commercial partners.</li> <li>▪ Develop a rolling yearly communications and marketing planner that gives an overview of the whole organisation's work.</li> <li>▪ Develop key campaigns in the year where London FA will stand out with our communications.</li> <li>▪ To support the delivery of The FA National Game Strategy and London Football Association Strategy 2020-2025 and annual operational plan.</li> </ul>   |                                      |
| <b>Location:</b> Hybrid working arrangements (minimum of one day per week at the London FA office – Wembley Stadium)  |                                      |
| <b>Working Hours:</b> 35 hours per week (Monday-Friday). Occasional evening and weekend work will be required as part of the role   |                                      |
| <b>Contract Type:</b> Permanent   |                                      |
| <b>Responsibilities</b>   |                                      |
| <ul style="list-style-type: none"> <li>▪ Significantly grow engagement with London FAs social media platforms and website</li> <li>▪ Lead the look and feel of London FAs branding and overall communications</li> <li>▪ Ensure all campaigns are delivered on time and within budget, delivering outstanding results</li> <li>▪ Feed into the development and design of the London FA website by managing our external agency (Oporto Sports)</li> <li>▪ Supporting the Head of Partnership with developing pitch decks and approaching commercial partners</li> <li>▪ To lead associated parts of the London FA Racial Equality Action Plan</li> <li>▪ To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs</li> <li>▪ To support the adoption of FA technology systems across grassroots football.</li> <li>▪ To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time</li> <li>▪ Ensure inclusivity and diversity is interwoven into all marketing and communication activities</li> </ul> |                                      |

- To monitor and evaluate the impact of all campaign activities and plans
- To establish and maintain relationships with key stakeholders and partners
- To be an ambassador for London FA positively promoting the sport and those that work and volunteer within it
- Provide the highest level of customer excellence to support volunteers across all FA Technology systems (England Football Portals such as Club and Competitions Portal)
- Execute tasks as required to meet the London FA changing priorities
- Ensure safeguarding is embedded into all work and activities

**Person Specification (experience and skills)**

***Essential skills and experience***

- Proven experience of delivering communications and marketing plans.
- Experience of working with a variety of stakeholders and agencies.
- Experience of managing a wide range of communications channels.
- A track record of delivering impactful written and video content.
- Experience of supporting and training colleagues to deliver communications needs.
- Excellent Microsoft Office skills, particularly PowerPoint.
- Experience working or volunteering in football development and/or sport development
- Project management skills and experience – to plan, set and achieve objectives to deadlines
- Ability to work independently and as part of a team
- Excellent time management and prioritisation skills
- Exceptional customer service

***Desirable skills and experience:***

- Video editing and graphic design skills
- An understanding of County and National football structures
- Knowledge of the grassroots football infrastructure
- Experience of working with voluntary decision-making structures (e.g. Committees, Working groups)
- Experience of securing and servicing commercial partnerships

**The job holder will be expected to understand and work in accordance with London FA's values and behaviours described below**

**London FA values**

**Behaviours**

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|-----------------------|--|
| <b>LEADERSHIP</b>     | <p>I get the best out of other people and support and inspire them to maximise their potential:</p> <ul style="list-style-type: none"><li>• Vision</li><li>• Empowerment</li><li>• Partnership</li><li>• Achievement</li></ul> |
| <b>PROFFESONALISM</b> | <p>We take personal responsibility for bringing our best selves to work:</p> <ul style="list-style-type: none"><li>• Mindset</li><li>• Respect</li><li>• Development</li><li>• Wellness</li></ul>                              |
| <b>COLLABORATION</b>  | <p>We work together to make great things happen for our organisation and our sport:</p> <ul style="list-style-type: none"><li>• Responsibility</li><li>• Teamwork</li><li>• Communication</li><li>• Inclusion</li></ul>        |
| <b>INTEGRITY</b>      | <p>We apply the principles of honesty, trustworthiness and fairness to everything we do:</p> <ul style="list-style-type: none"><li>• Accountability</li><li>• Trust</li><li>• Transparency</li><li>• Decision-making</li></ul> |
| <b>PERFORMANCE</b>    | <p>We deliver high quality work to exacting standards and actively embrace new ways of working:</p> <ul style="list-style-type: none"><li>• Focus</li><li>• Initiative</li><li>• Insight</li><li>• Innovation</li></ul>        |

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### Further information

The London FA takes its role as a provider of football for under 18s very seriously. Their wellbeing is paramount in all decisions taken by us. All children and young people we encounter have the same protection regardless of age, disability, gender, racial heritage, religious belief, sexual orientation or identity.

It is our expectation that all our staff will always act in the best interests of children and young people under the age of 18 and in accordance with The FA's Safeguarding Children Policy. The welfare of children and young people must always be paramount.

Diversity is at the heart of our strategy because it is at the heart of grassroots football in London. We pride ourselves on the increasing diversity of our Board. We encourage applications from the widest range of backgrounds, particularly where there is often under-representation. We are particularly keen to encourage female, black, Asian and LGBT+ applicants, and applications from those with disabilities and from minority ethnic, racial and belief groups.

As this role involves regulated activity with children or young people under the age of 18, within the context of the job or any subsequently related activities or responsibilities, the successful candidates will undergo a thorough screening process, which will include a Criminal Records Check to ensure their suitability for the role.