**Recruitment Pack:**

**Marketing and Communications Officer**

Dear Applicant,

**Re: Marketing and Communications Officer**

Thank you for your request for an application pack for the above vacancy, please find enclosed the application form and job description.

We would welcome your application if the job appeals to you and you feel that you can demonstrate that you meet the criteria.

If you wish to apply, please ensure that your completed application form is submitted to me by midnight on Sunday 17th February 2019 in an envelope addressed for my personal attention and marked ‘Private and Confidential’ or by email to [george.wells@middlesexfa.com](mailto:george.wells@middlesexfa.com).

It is not mandatory to complete the monitoring form and non-completion will not affect your application. However, if you do wish to complete the form, please return it with your application in a blank envelope to ensure anonymity.

We pride ourselves on providing a membership focused service and the successful post holder will need to demonstrate empathy to that approach.

The post is wholly funded by the Football Association initially until 30th June 2021 but we would hope to extend beyond this date subject to funding.

Please note that you will be informed by Tuesday 19th February if you have been short listed for interview. Only candidates invited to interview will be contacted, unsuccessful candidates will not be contacted. The proposed interview date is Monday 25th February 2019.

I look forward to receiving your completed job application form.

Yours sincerely,

George Wells

Head of Commercial and Operations

**Application form: Marketing and Communications Officer**

To be returned to:

George Wells, Head of Commercial and Operations, Middlesex FA, Rectory Park, Ruislip Road, Northolt, UB5 5FA marked ‘Private and Confidential’ or by email [george.wells@middlesexfa.com](mailto:george.wells@middlesexfa.com)

|  |  |
| --- | --- |
| Surname |  |
| First name |  |
| Address | |
| Post Code |  |
| Contact Telephone Number |  |
| Mobile Telephone Number |  |
| Email Address |  |
| Do you consider yourself to have a disability? Please tell us if there are any ‘reasonable adjustments’ we can make to assist you in your application or with our recruitment process |  |
| Do you need a work permit to work in the UK? |  |
| If appointed, what period of notice are you required to give your current employers? |  |
| How did you hear about this vacancy? |  |
| Please give the names and address of two referees who can be contacted (only in the event of your being offered the position). Please state in what capacity they are known to you (i.e. Personal or employer, etc) | |
| Reference One | |
| Reference Two | |
| Do you hold a current Football Association issued Criminal Records Bureau certificate? YES / NO | |

Please return this form together with your CV and a covering letter why you are applying for this position.

*I certify that the above are correct details and that any offer of employment would be subject to satisfactory references. I also consent to the MCFA making verification checks as appropriate.*

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To assist us in monitoring that the wider community is being made aware of our vacancies, you are invited to complete the following form. It is not mandatory and non-completion will **not** affect your application. Please detach and return in an unmarked envelope with your application form.

**Ethnic background.** Please choose one category from A to E and then please mark X in the appropriate box to indicate your ethnic background

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **A White** |  | **B Mixed** |  | **C Asian or Asian British** |  |
| English |  | White & black Caribbean |  | Indian |  |
| Irish |  | White & black African |  | Pakistani |  |
| Scottish |  | White & Asian |  | Bangladeshi |  |
| Welsh |  | Other |  | Other |  |
| Other |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **D Black or Black British** |  | **E Chinese or Other Ethnic group** |  |
| Caribbean |  | Chinese |  |
| African |  | Other |  |
|  |  |
| Other |  |

Do not wish to disclose Yes No

**Disability**

Do you consider yourself to be a disabled person? Yes No

If you have indicated yes please mark X in all the boxes that apply to you:

|  |  |  |  |
| --- | --- | --- | --- |
| Hearing impairment |  | Physical impairment |  |
| Learning difficulty / disability |  | Visual impairment |  |
| Mental health issues |  | Do not wish to disclose Yes No | |

**Religion**

|  |  |  |  |
| --- | --- | --- | --- |
| Buddhist |  | Muslim |  |
| Christian |  | Sikh |  |
| Hindu |  | No active faith |  | |
| Catholic |  |  |  | |
| Jewish |  | Any other religion (please write in) |  | |
| Do not wish to disclose Yes No | |
|  | |

**Sexual orientation**

|  |  |  |  |
| --- | --- | --- | --- |
| Heterosexual |  | Lesbian |  |
| Gay |  | Bisexual |  |
| Do not wish to disclose |  | Other (please write in your preferred description) |  |

**Job Description:**

|  |  |
| --- | --- |
| **Role** | Marketing and Communications Officer |
| **Hours per week** | Full Time (35 Hours Per Week) |
| **Starting Salary** | £22,000- £25,000 per annum |
| **Location** | Middlesex FA Offices with regular travel across the County |
| **Reports to** | Head of Commercial and Operations |

**Role purpose:**

* To lead, manage and develop the marketing and communications operation across the Middlesex FA network and to build and maintain appropriate partnerships to support the ongoing development of Middlesex FA
* To support the delivery of the National Game Strategy and Business Plan across the Middlesex FA network
* To Provide high quality Customer Service
* To act in the best interests of Children and Young People at all times and ensure their welfare is considered in all decision and actions taken.

**Key Accountabilities & Responsibilities:**

* Lead and develop the Associations Marketing and Communications Strategy to support the overall Business objectives
* To be responsible for the creation and delivery of a rolling annual marketing and communications calendar.
* Ensure all marketing activities are coordinated and in line with The Football Association’s marketing activities at national level
* To be responsible for all marketing communications and branded marketing collateral. Manage external and internal publications to ensure consistency of message and maximise efficiency
* Coordinate the publication of the Association's printed material (such as Annual Review, County Handbook and the newsletters)
* Manage, maintain and develop the Association's website ensuring it remains a central resource for the dissemination of information to all stakeholders
* To develop & deliver a Social Media strategy to help increase followers and engagement rates across all Middlesex FA and MCFC social channels (including Facebook, Twitter, Instagram, You Tube)
* Build and manage relationships with key partners to gain support for key communication projects e.g. Universities and PR/Media companies
* To manage and build the relationships with local media to obtain positive coverage of the County FA. Work with the media to build a positive brand perception and publicity for the game across the County
* Support on key events such as County Cup Finals to ensure an excellent level of customer service is delivered in line with our brand
* Utilise insight to make informed business decisions. Work with the Senior Management Team to identify and provide insight of the business
* Support any other areas of the Association as required by the Board/Senior Management Team

**Experience:**

|  |  |
| --- | --- |
| **Essential** | **Desirable** |
| * Graduate Calibre * Ability to communicate to a wide range of partners and to individuals at different levels * Evidence of successfully implementing media and marketing strategies * Experience of developing online marketing campaigns * Significant experience of marketing and communications * Significant experience of managing and developing brands * Excellent writing and presentation skills * Able to successfully network with key staff and contacts * Communication skills – written and verbal * Experience with digital marketing: email, websites and social media * Commitment and passion for development of the Game * Evidence of successfully implementing media and marketing strategies * Demonstrate a working understanding and application of inclusion, equality and anti – discrimination, safeguarding and best practice. * Knowledge of new and emerging media opportunities * Negotiating skills   IT Skills (Excel, Word and PowerPoint) | * A degree and/or relevant professional qualifications and experience * Experience of marketing in the sports/football industry * Knowledge of brand management * Experience of working alongside partner organisations * Good understanding of grassroots football/the National Game Strategy * Customer focus * Ability to undertake and utilise research, as required * Awareness of the functional workings of County FAs * Ability to identify and progress new opportunities * Ability to work with minimum supervision and set priorities * Experience of developing online marketing campaigns * A formal marketing qualification * Driving licence   Knowledge and awareness of changes taking place within the Game |

**Values – as defined by Middlesex Football Association:**

* We are Committed
* We are Connected
* We are Collaborative
* We are Creative

**Further information:**

This job description is only a summary of the role as it currently exists and is not meant to be exhaustive.  The responsibilities, skills, experience and behaviors might differ from those outlined and other duties, as assigned, might be part of the job.

As this role involves direct access to young persons under the age of 18, within the context of the job or any subsequently related activities or responsibilities, the successful candidate will undergo a thorough screening process, which will include a Criminal Records Check to ensure their suitability for the role.