



North Riding County FA

Marketing & Communications Director

Application Pack

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1. The Role

North Riding County FA is inviting applications for the position of Marketing & Communications Director. We are looking for individuals with skills and experience in successfully creating and delivering marketing and communications strategies, who have a passion for developing grassroots football across Teesside and North Yorkshire.

These are exciting and challenging times for North Riding FA as we support the return of grassroots football following the COVID-19 pandemic and prepare to deliver the new FA Grassroots Football Strategy 2021-24.

This is a volunteer role in which you will be expected to attend Board meetings approximately six times per year, in addition to attending meetings of the Marketing & Communications Working Group. You will collaborate with Board Directors and other stakeholders in the strategic development of the organisation.

What can we offer?¹

- An exciting opportunity to be part of a forward-thinking progressing business
- To work with key stakeholders within grassroots and the professional game
- Access and commitment to personal development and training opportunities

2. About North Riding FA

North Riding FA was founded in 1881. We are the local governing body for football and are responsible for the governance and development of football across Teesside and North Yorkshire working in the Local Authority areas of Stockton-on-Tees, Middlesbrough, Redcar & Cleveland, Hambleton, Richmondshire, Ryedale, Scarborough and York.

The vision of North Riding FA is to make football a game for everyone.

3. Volunteering as the Marketing & Communications Director

The Marketing & Communications Director is responsible for directing and supporting the creation of a Marketing & Communications Strategy for the business with the aim of increasing awareness of the brand and the work that we do as a no-for-profit organisation.

The Board consists of nine Directors who are appointed following an open recruitment process, with the exception of the company Chief Executive who sits in an Ex-Officio capacity.

Board Meetings are usually held at the County FA

Headquarters in Stokesley or via Microsoft Teams,
generally taking place at six-week Intervals
throughout the year.

For more Information on our Board and staff
members please visit www.northridingfa.com

Board Members are paid travel expenses at the rate
of 40p per mile in accordance with the Association's
Expenses Policy

4. Role Profile

Role title	Marketing & Communications Director
Reports to	Chair of the Board of Directors

Role purpose(s)	
<ul style="list-style-type: none"> To provide direction and leadership in shaping North Riding FA's Marketing & Communications Strategy. To evaluate and develop marketing strategies that will support the company in delivering its business plan. To set and guide the strategy on all matters of communication and public relations. To provide leadership on all significant matters involving the media. 	
Direct reports	None

Location	North Riding FA and occasional travel to alternative venues to attend meetings.
Estimated time commitment to fulfil the role	<p>The role requires a commitment to attend Board meetings throughout the year. Meetings are normally held on Monday at North Riding FA and normally last in the region of 2 hours.</p> <p>The Marketing & Communications Director is also required to attend meetings of the Marketing & Communications Working Group, General Meetings and other ad hoc events held within the County. Attendance at County Cup fixtures and finals, when available, might also be appropriate.</p>
Remuneration or Expenses	<p>This is a voluntary role which is not accompanied by any financial remuneration. County FA Expenses will be paid in line with the current Expense Policy of North Riding FA.</p> <p>Travel and accommodation to FA events where The FA has agreed to reimburse County FA Expenses will be paid in line with the current County FA Expense Policy issued by The FA.</p>

Responsibilities
<p>Generic</p> <ul style="list-style-type: none"> To serve as a Director of the Company and to actively participate in its strategic management. To execute the responsibilities of a Company Director in accordance with the Companies Act (2006) and other relevant legislation. To safeguard the assets of the business along with the interests of the Membership and stakeholders of the Association. Ongoing involvement in the planning and delivery of the North Riding FA Business Strategy and Operational Plan. To ensure the effective implementation of Board decisions by the Chief Executive and the staff, providing a supportive role in helping achieve the strategic aims and objectives of the business. To jointly oversee the management of risk to the Association. To develop and maintain an effective corporate governance structure. To monitor the financial affairs of the Association and ensure the effective use of North Riding FA finances. To promote equality of opportunity and a football for all ethos in a safe sporting environment. To represent the Association to partners and stakeholders of the Association in a professional manner.

- To act with discretion in respect of sensitive, confidential or commercial information provided to you in this role.

Marketing & Communications

- Lead the creation of a marketing and communications strategy for North Riding FA.
- Develop, and be the guardian of, the County FA brand and brand values, ensuring this is embedded across the organisation and the football community.
- Identify, adopt and implement KPIs and management information in order that the board can track and measure success.
- Be the strategic lead for all communication channels, overseeing content strategy and policy.
- To support in the production of all communication that will be shared with media outlets.
- Provide guidance, direction and mentoring to the executive workforce in the areas of marketing & communications.
- Ensure that all areas within the remit of the role support and adhere to County FA policy and procedures on Safeguarding of children and AAR.

Person specification	
Qualifications	
<p>Essential</p> <ul style="list-style-type: none"> • No specific qualifications are essential to perform this role of Marketing & Communications Director. 	<p>Desirable</p> <ul style="list-style-type: none"> • Degree-level qualification in Marketing and / or Public Relations / Communications • MA in Marketing / Public Relations / Communications
Skills	
<p>Essential</p> <ul style="list-style-type: none"> • Proven experience of working in a senior marketing and / or communications role. • Proven experience of drafting and delivering a communications strategy. • Proven experience of overseeing and delivering successful marketing campaigns • Proven experience with digital marketing forms such as social media marketing and content marketing. • Strong understanding of Public Relations and the media industry • Excellent media contacts – [sport/football] • Strategic leadership and management skills. The ability to develop and monitor organisational strategy • Decision-making skills. The appropriate use of knowledge and experience to make informed decisions to the benefit of the organisation • The ability to debate, discuss and challenge in a constructive manner • Excellent interpersonal skills. The ability to form strong, productive relationships both internally and externally to the benefit of the Association • An ability to understand financial accounts, management accounts and budgeting 	<p>Desirable</p> <ul style="list-style-type: none"> • Accredited media training • Experience of customer service improvement • Experience of generating, analysing and implementing customer insight

<ul style="list-style-type: none"> • Access to and ability to use, email and the internet 	
Knowledge and experience	
Essential <ul style="list-style-type: none"> • A sound understanding of the volunteer/ professional relationship and how this can best work to support the work of the Association. • An understanding of, and a commitment to, equality in action. • Knowledge, understanding and interest in grassroots sport, particularly football, and other related activities. 	Desirable <ul style="list-style-type: none"> • An understanding of The FA National Game Strategy and how this affects the work of the County Football Associations
Enhanced DBS Check required?	No
Clean, full driving licence?	Yes

The job holder will be expected to understand and work in accordance with the values and behaviours described below.	
North Riding FA value	Behaviours
PASSION	<ul style="list-style-type: none"> • Love the game, be proud of what we do and have a sense of purpose.
EXCELLENCE	<ul style="list-style-type: none"> • Provide and promote the highest standards
MAKING A DIFFERENCE	<ul style="list-style-type: none"> • Create and provide opportunities to make football better.
ACCOUNTABILITY	<ul style="list-style-type: none"> • Take responsibility for our actions and always aim to act in the best interests of football.
COMMUNITY	<ul style="list-style-type: none"> • Be inclusive and provide opportunities FOR ALL

5. How to apply

- Complete the application form by clicking this link
<https://app.smartsheet.com/b/form/f846dd35b02e4b47bdc8b9d41fbfb8d> no later than 5pm on Friday 13th May 2022. Please note that no applications will be accepted after this time.
- We would be grateful if candidates could also complete and return the Equality and Diversity Monitoring Form attached. It is not compulsory to provide these details.

6. Selection Process

- Shortlisted applicants will be contacted no later than Friday 13th May 2022.
- Interviews will be held on week commencing 16th May 2022.
- If required, second interviews may be held in order to determine the most suitable candidate for the role.

North Riding FA wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity. The organisation needs your help and co-operation to enable it to do this but filling in the form in the link below is voluntary. Please be assured that any information disclosed on this form will not be shared with the recruitment panel for the role you are applying for and will be used only by the Equality and Diversity Lead to store and process anonymised diversity data for the purpose of ensuring equality of opportunity.

<https://app.smartsheet.com/b/form/31319c1a3c12461286222fc0121ea916>