

NOTTINGHAMSHIRE FOOTBALL ASSOCIATION VACANCY

Nottinghamshire
Football Association



MARKETING AND COMMUNICATIONS OFFICER

**FULL TIME (FIXED CONTRACT TO 30TH JUNE 2024)
SALARY BANDING £19,000 - £23,000 PER ANNUM**

The Nottinghamshire Football Association is looking to appoint a full time Marketing and Communications Officer.

Nottinghamshire County FA are committed to equality of opportunity and welcome applications from all sections of the community.

Here at Nottinghamshire CFA, we are responsible for overseeing, promoting and developing local grassroots football and supporting The FA in delivering the National Game Strategy.

The shared values, vision and pride of our workforce is central to our success. We are a team of highly skilled, passionate, and hardworking individuals who are committed to the future of grassroots football in Nottinghamshire. We understand that diversity promotes innovation, and therefore we look for people who are great at what they do, no matter their background.

Reporting directly to the Head of Football Development the successful applicant will be required to demonstrate they are a committed and hard-working person who is passionate about the future of grassroots football in Nottinghamshire. A person with experience of marketing and communications and a good effective communicator with high levels of customer service.

Overview of the role:

- To support the delivery of the National Game Strategy in partnership with key stakeholders.
- To support the Nottinghamshire FA's marketing and communications strategy.
- To enhance the image, profile and reputation of the Nottinghamshire FA.
- To support the development of the Nottinghamshire FA brand.

The successful applicant will need to be passionate and committed to the development of football at a local level; 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.

This organisation is committed to safeguarding children and adults at risk of harm. We expect all staff and volunteers to share this commitment. All relevant staff are required to undertake an FA DBS Enhanced level check and sign the Safeguarding Code of Conduct.

Nottinghamshire CFA promotes inclusion and diversity and welcomes applications from everyone. If you have any requirements in respect of the recruitment or interview process, please mention this in your covering letter.

You will be required to work 35 hrs per week and have a flexible approach to hours worked, as these will include evenings and weekend. This post is a full-time role and contracted until 30th June 2024 subject to further funding. This role is based at Nottinghamshire County FA Headquarters and will currently include a mix of office and homeworking.

Further details about the role, and information on how to apply, can be found in the application pack linked below.

**INSPIRE AND EMPOWER ALL GENERATIONS
TO DEVELOP AND GROW THE EVOLVING LANDSCAPE OF FOOTBALL**



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE	Marketing and Communications Officer
REPORTS TO	Head of Football Development
JOB PURPOSE(S)	
<ul style="list-style-type: none">• To support delivery of The FA National Game Strategy and the CFA Business Strategy.• To lead the Marketing & Communications support for the CFA.• To enhance the image, profile and reputation of the CFA.• Ensure that the CFA effectively implement and maintain the FA's Safeguarding 365 Standard within Football.	
DIRECT REPORTS	None
LOCATION	Nottinghamshire County FA Offices & Remote Working (office minimum 2 days per week)
WORKING HOURS	35 hours per week with a requirement for occasional evening and weekend work
CONTRACT TYPE	Fixed Term Contract until 30 th June 2024





RESPONSIBILITIES

MARKETING AND COMMUNICATIONS:

- To support Nottinghamshire County FA to develop and implement the Marketing and Communications
- To monitor and evaluate the effectiveness of the Marketing and Communications elements and recommend improvements
- To continue to maximise the Association's existing branding and visual imagery, ensuring consistency across all media formats
- To be responsible for the creation and delivery of an annual marketing and communications calendar to support the overall County FA business objectives
- To increase awareness of the County FA on a local, regional and national basis and to develop the positive brand perception.
- To manage the relationship between the County FA and local media and to obtain positive media coverage for the County FA through PR and promotional campaigns as necessary.
- To develop, manage and maintain the County FA website (an appropriate KPI will be established for all digital platforms) ensuring that it remains a central resource for the dissemination of information to all stakeholders
- To develop and grow the existing contacts database for social media and newsletters





- To ensure the external and internal communications are delivered consistently to a high standard and with the correct tone of voice and provide County FA staff with latest news and project updates
- Continue to ensure the Association's external and internal publications are consistent in its message and maximise efficiency
- Coordinate the publication of the Association's printed material, on-line publications and social media promotions in conjunction with Esports Media.
- Provide marketing support to dedicated county campaigns or those initiated by the Football Association
- To promote the work of the County FA in its delivery of the National Game Strategy and all its wider work.
- To promote FA Education Courses through the various platforms to increase the number of learners on courses
- To undertake any other relevant duties as and when required by the Chief Executive
- To support the NCFA Annual Awards in conjunction with the Head of Football Operations.
- Liaise with the County Cup lead throughout the season and be a major contributor to the NCFA County Cup delivery on Cup Final days.

SAFEGUARDING:

- To work in accordance to The FA Safeguarding 365 Standard and abide by the Safeguarding Code of
- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies;
- Support the CFA to embrace opportunities to listen to and act on the voice of under-18s;
- Ensure the CFA promotes safeguarding through its communication channels, signposting policy, procedures, advice, guidance and information for youth and open-age adult football with 16/17-year-olds and disability football.

COUNTY SUPPORT:

- To liaise with other members of the organisation, other County FA's, & The FA effectively.
- To support in the delivery of CFA initiatives.
- Execute tasks as required to meet the CFA changing priorities.



PERSON SPECIFICATION

KNOWLEDGE/EXPERIENCE/TECHNICAL SKILLS

ESSENTIAL

- Experience of working with stakeholders
- Excellent writing and presentation skills
- Able to successfully network with key staff and contacts
- Communication skills – written and verbal
- Commitment and passion for development of the Game within the County
- Excellent interpersonal skills
- Full Driving Licence
- A team player, able to work with and support a variety of internal business functions.

DESIRABLE

- Experience of marketing and communications
- Experience of managing multi-platform marketing campaigns
- Experience with digital marketing: email, website and social media management, content management systems
- A working understanding and application of inclusion, equality and anti discrimination, safeguarding and best practice
- Ability to identify and progress new opportunities
- A formal marketing qualification
- Negotiating and influencing skills

ENHANCED DBS CHECK REQUIRED?

Yes

CLEAN, FULL DRIVING LICENCE?

Yes



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

FA VALUE	BEHAVIOURS
INTEGRITY	<p><i>Demonstrating integrity at work:</i></p> <ul style="list-style-type: none">● Respect other opinions. Honouring colleagues, managers and stakeholders' opinions and ideas● Reliable and trustworthy● Responsible and accountable for your actions
COLLABORATIVE	<p><i>Encourage collaborative behaviour:</i></p> <ul style="list-style-type: none">● Listening and evolving together, helping, and supporting each other● Open to and accepting of new ideas● Communicate clearly, actively listening to others, taking responsibility, and respecting diversity
INNOVATIVE	<p><i>Practical implementation of ideas resulting in new services and engagement:</i></p> <ul style="list-style-type: none">● Connect to your own creativity● Develop your curiosity and observational skills● Introduction and application of new ideas, products, processes and procedures

JOB DESCRIPTION REVIEWED AND MODIFIED BY:

Leanne Woodhead-Groves

DATE JOB DESCRIPTION REVIEWED AND MODIFIED:

14/09/2022

JOB DESCRIPTION AUTHORISED BY:

SIGNED BY JOB HOLDER (ON APPOINTMENT):

DATE SIGNED:

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



HOW TO APPLY

Please complete this form to apply for the Marketing and Communications Officer position at Nottinghamshire FA. If you have any questions regarding the role please contact Sara Dickinson Head of Football Development on sara.dickinson@nottinghamshirefa.com.

Deadline for applications 5pm on Wednesday 26th October. Any applications received after this date and time will not be considered.

www.app.smartsheet.com/b/form/d16193a829d74d7c9bac5a38911ff797

We would ask those that apply to also complete the Equality and Diversity form which is anonymous

www.app.smartsheet.com/b/form/66ea79b0d89d4111bd6168956fe90865

