



Oxfordshire FA

Director Application Pack

Contents

1. The Role
2. About Oxfordshire FA
3. Volunteering as a Board Director
4. Role Description
5. How to apply
6. Selection Process

1. The Role

Oxfordshire FA is inviting applications for the position of Marketing & Communications Director. We are looking for individuals with skills and experience in leading marketing & communication strategies who have a desire to help to develop grassroots football across Oxfordshire.

These are new and challenging times for Oxfordshire FA as we support the return of grassroots football following the COVID-19 pandemic and delivery of the new FA Grassroots Football Strategy 2021-24. This is a volunteer role in which you will be expected to attend monthly Board meetings. You will collaborate with Board Directors and other stakeholders in the strategic development of the organisation.

What can we offer?

- 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 Oxfordshire FA

Oxfordshire FA was founded over 100 years ago and became a limited company in 1999. We are the local governing body for football and are responsible for the governance and development of football across Oxfordshire working in the Local Authority areas of Cherwell, West Oxfordshire, South Oxfordshire, and City of Oxford.

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

3. Volunteering as the Marketing & Communication Director

The Marketing & Communication Director will be responsible for overseeing promoting and championing the Company and its work to the football family and beyond across Oxfordshire.

The Board currently consists of eight Directors who are appointed following an open recruitment process, except for the company Chief Executive who sits in an Ex-Officio capacity.

Board Meetings are usually held at the County FA Headquarters in Witney and generally take place at six-weekly intervals throughout the year. Currently the meetings are held late afternoon online. For more information on our Board and staff members please visit www.OxfordshireFA.com

Principal Accountabilities/Responsibilities

Communications, Marketing & Brand

- To develop and implement a robust and effective Communications and Marketing Strategy for the Oxfordshire FA, which will reach the widest possible audience, across a diverse range of communication platforms.
- To create an effective communications and marketing calendar, which will promote key initiatives and activities
- To ensure the delivery of high quality content across a range of platforms, including web-sites, social media and e-newsletters in a consistent manner.
- To monitor & evaluate the effectiveness of the Communications & Marketing Strategy using Analytics and implement improvements to meet the vision & strategic business priorities.
- To ensure that The FA and Oxfordshire FA brand guidelines are applied to marketing collateral and materials produced internally and externally.
- To increase the awareness of the Oxfordshire FA on a local, regional, and national basis and to develop a positive brand perception

Stakeholder Engagement & Profile

- To develop strong media relationships across all participating Counties to effectively showcase the impact their work has on the wider community.
- To use necessary research and insight to ensure the Oxfordshire FA has a thorough understanding of all social, economic, and demographic trends.
- To provide regular guidance and training to members of the team to drive the creation of further content that can be used to communicate and promote the work the Oxfordshire FA does.
- To develop, profile and manage stakeholder engagement to help increase future opportunities for partnership development.
- To help support commercial partners and other Stakeholders, including any charity partners, with the delivery of contractual Partnership rights as necessary.
- To support the delivery of the FA National Game Strategy in partnership with Key stakeholders and enhance the Oxfordshire FA’s major priorities

Leadership & Management

- To develop and maintain strong effective relationships with relevant FA personnel to ensure national FA activities are supported at a local level in a timely and effective manner.
- To ensure that communications support and promote Safeguarding and Wellbeing within football and assist in maintaining the Safeguarding Operating Standard.
- To provide Monthly, Quarterly and Annual Management information for the CEO and the Board of Directors, to improve performance and inform decision making of the business and propose changes as and when required to do so.
- To embrace and help drive Customer Excellence behaviours across all areas of work
- Executes additional tasks as required in order to meet CFA’s changing priorities and to undertake any reasonable request of the CFA in the course of your work
- To have an understanding of GDPR, data security and data handling
- The post holder must play their part in ensuring that the CFA’s effectively implement and maintain the FA’s Safeguarding Operating Standard within Football
- An understanding and awareness of generic Equality law and of good practice within sports equality

ESSENTIALS

- Experience of successful marketing and communications (at an executive level)
- Experience of managing, developing and delivery of brands
- Experience of managing multi-platform

DESIRABLES

- A degree and/or relevant professional qualifications and experience
- Experience of marketing in the sports/football industry
- Knowledge of brand management

<p>marketing campaigns</p> <ul style="list-style-type: none"> • Experience of reviewing partnership and sponsorship agreements and contracts • Proven project management skills and ability to manage a budget effectively • Excellent writing and presentation skills • Able to successfully network with key staff and contacts • Experience with digital marketing: email, website and social media management • Supporting the promotion of events and activities 	<ul style="list-style-type: none"> • 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 • Understanding of social media platform demographics • Ability to use media analytics to plan change and maximise efficiency
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The job holder will be expected to understand and work in accordance with the values and behaviours described below.	
Oxfordshire FA values	Behaviours
INCLUSIVE	<ul style="list-style-type: none"> • we welcome everyone
EMPATHETIC	<ul style="list-style-type: none"> • we listen and understand
SUPPORTIVE	<ul style="list-style-type: none"> • we help where we can
ACCESSIBLE	<ul style="list-style-type: none"> • we are easily contactable
INTEGRITY	<ul style="list-style-type: none"> • we act in the best interests of all

5. How to apply

- Please complete the online Application Form (link at bottom of document) no later than 4pm on Friday 17 December 2021.
- We would be grateful if candidates could also complete and return the Equality and Diversity Monitoring Form (link at bottom of document). It is not compulsory to provide these details.

6. Selection Process

- Shortlisted applicants will be contacted no later than Friday 7 January 2022.

Marketing & Communication Director Application Form

<https://app.smartsheet.com/b/form/418b299454354a1d8ea41c5af2f2a9a3>

Equality Form

<https://app.smartsheet.com/sheets/qCJpmpRghFwC6P23vf6X9xqv6h7HXC87fhch85Q1?view=grid>