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Job Description and Person Specification

Job title	Marketing and Communications Officer
Reports to	Football Development Manager

Job purpose(s)	
<ul style="list-style-type: none"> To support delivery of The FA Grassroots Football Strategy and the Sheffield & Hallamshire County FA (SHCFA) Business Strategy. To lead the development, implementation, and review of the SHCFA marketing and communications functions. To enhance the image, profile, and reputation of the SHCFA To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs. To support the adoption of FA technology systems across grassroots football. To comply with FA rules, regulations, policies, procedures, and guidance that are in place. 	
Direct reports	NA

Location	Sheffield & Hallamshire County FA, 204 Meadowhall Road, Sheffield, S9 1BN
Working hours	35 hours per week which will include evening and weekend working if required
Contract type	Fixed term until June 2024
Salary	£27,087 per annum

Responsibilities	
<ul style="list-style-type: none"> Maintain control over the SHCFA brand. Provide local marketing and communications support to dedicated FA campaigns. Oversee the SHCFA website and social media accounts, ensuring they remain a central resource for the dissemination of information to all stakeholders. Co-ordinate the publication of the SHCFA printed material. Develop links within the local media to ensure that there is regular coverage of the SHCFA activities. Expertly and effectively manage incoming media requests. Proactively protect and promote the reputation of the SHCFA within the media. Provide marketing and communications support and advice to clubs and leagues. Proactively promote FA Courses and FA/SHCFA CPD/training events Review the SHCFA branding and visual imagery ensuring consistency across all media. Review the SHCFA internal and external publications to ensure consistency of message and maximise efficiency. Maintain a picture library and a record of all published articles. Manage ongoing commercial partnerships to ensure mutual expectations are delivered. Manage a programme of public events, particularly County Cup finals. Manage customer excellence programmes. Undertake relevant market research to identify progress and highlight areas for priority action. Manage the SHCFA awards' programmes. Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies. 	



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- Support messaging so that under-18s and adults at risk in youth and open-age adult grassroots football know how to report concerns about their wellbeing.
- Ensure the SHCFA has a planned approach to youth engagement and demonstrates it can communicate in a child-friendly manner with under-18s.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the SHCFA youth engagement strategy.
- Utilise feedback from under-18s and adults at risk to develop communications that enhance the experience in grassroots football.
- Ensure the SHCFA promotes safeguarding through its communication channels, signposting policy, procedures, advice, guidance, and information for youth and open-age adult grassroots football with 16/17-year olds and disability football.
- Provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Events, Whole Game System, Matchday app and Full-Time).
- Use national and local customer insight to drive delivery of the SHCFA Business Strategy.
- Provide regular analytics on website and social media statistics
- Contribute to ensuring that safeguarding and equality are embedded throughout the SHCFA and grassroots football.
- Execute tasks as required to meet the SHCFA changing priorities.

Person specification

Qualifications

Essential

- A qualification in marketing.
- Educated to A Level or equivalent.

Desirable

- A degree level qualification or equivalent experience.

Skills

Essential

- Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes.
- Project management skills and experience – to plan, set and achieve objectives to deadlines.
- Excellent IT skills including the use of Microsoft Office applications.
- Ability to work independently and as part of a team.
- Excellent time management and prioritisation skills.
- Excellent problem-solving and decision-making skills.
- Outstanding communication and presentation skills.
- Exceptional customer service.
- Budget management skills.
- Report-writing skills.
- Ability to use data to monitor and evaluate programmes.
- Influencing skills to champion change.

Desirable

- Event organisation and management.
- Practised at developing networks and relationships with a variety of stakeholders in order to support the delivery of strategic priorities.
- Capability to create multiple reports, budgets and plans.
- Graphic design capability.
- Experience of dealing with national and regional media.



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<ul style="list-style-type: none"> Capable of managing communications issues when they arise. 	
Knowledge and experience	
Essential <ul style="list-style-type: none"> Practical experience of marketing via all digital and traditional channels. Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding- Knowledge of the structure and partner organisations within football both nationally and within the County FA locality. 	Desirable <ul style="list-style-type: none"> Knowledge and understanding of The FA's Grassroots Football Strategy and how the County FA Business Plans support its delivery- Knowledge and understanding of working with volunteers.
Enhanced DBS Check required?	NO
Clean, full driving licence?	YES

Sheffield & Hallamshire County FA Values and Behaviours	
Our Vision: Changing Lives Through Football	
Our Mission: To build our football infrastructure by developing people, places, and pathways in order to increase participation to 50,000 by 2024.	
Our Values:	
<ul style="list-style-type: none"> Integrity Inclusivity Empathy Passion Transparency 	

Job description reviewed and modified by:	Sarah Wood, Football Development Manager
Date job description reviewed and modified:	28/06/2021

Signed by job holder (on appointment):	
Date signed:	