



Job Description and Person Specification

Job title	Communications Officer
Reports to	Head of Delivery

Job purpose(s)

- To support delivery of The FA National Game Strategy and the Staffordshire FA Business Strategy.
- To lead the development, implementation and review of all Staffordshire FA marketing and communications functions.
- To enhance the image, profile and reputation of the Staffordshire FA.
- 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 from time to time.

Direct reports

Location	Staffordshire Football Association, Dyson Court, Staffordshire Technology Park, Beaconside, Stafford, ST18 0LQ. Homeworking is permitted and travel to locations across the County will be required.
Working hours	36.5 hours per week including evening and weekend work.
Contract type	Permanent

Responsibilities

Communications

- Maintain control over the Staffordshire FA brand. Ensure the brand is modern and relevant.
- Provide local communications support to dedicated FA campaigns.
- Manage the Staffordshire FA website and social media accounts ensuring that they remain a central resource for the dissemination of information to all stakeholders.
- Lead all communication channels for the Active Through Football Programme (Stoke on Trent).
- Develop links within the local media to ensure that there is regular coverage of the Staffordshire FA activities.
- Provide marketing support and advice to the Football Services Team as well as guidance and training for clubs and leagues.
- Co-ordinate the publication of the Staffordshire FA printed material including weekly, monthly and annual publications.
- Maintain a picture library and a record of all published articles.
- Support a programme of public events, particularly County Cup finals, CPD events, Referee Course and good practice from across the County.
- Lead and administer the Staffordshire FA annual awards programmes including Long Service and Community Awards.
- Review the Staffordshire FA branding and visual imagery ensuring consistency across all media.



- Review the Staffordshire FA external and internal publications to ensure consistency of message and maximise efficiency.
- Expertly and effectively manage incoming media requests. Proactively protect and promote the reputation of the Staffordshire FA within the media.
- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies.
- Ensure the Staffordshire FA has a planned approach to youth engagement and demonstrates it can communicate in a child-friendly manner with under-18s.

General

- Listen to and consult with under-18s on their experiences of grassroots football as part of the Staffordshire FA youth engagement strategy.
- Utilise the feedback from under-18s and adults at risk to enhance the experience and fun and safety in grassroots football.
- Ensure the Staffordshire FA 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.
- Deliver customer excellence programmes.
- 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).
- Undertake relevant market research to identify progress and highlight areas for priority action.
- Build links with Partner Organisations to enhance and widen the reach for all Staffordshire FA Communication channels. Work with FE/HE Partners to broaden our reach
- Work with the Relationships Lead to meet the obligations of partner agreements and provide communications support as required
- Identify opportunities to enhance the Staffordshire FA as a business, identify funding opportunities and new partnerships
- Use national and local customer insight to drive delivery of the Staffordshire FA Business Strategy.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Staffordshire FA and grassroots football.
- Execute tasks as required to meet the Staffordshire FA changing priorities.

Person specification	
Qualifications	
Essential <ul style="list-style-type: none"> • A qualification in marketing/communications. • Educated to A Level or equivalent. 	Desirable <ul style="list-style-type: none"> • A degree level qualification or equivalent experience • A business, marketing or related qualification.
Skills	
Essential <ul style="list-style-type: none"> • Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes. 	Desirable <ul style="list-style-type: none"> • Event organisation and management.



<ul style="list-style-type: none"> • 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. • Capable of managing communications issues when they arise. 	<ul style="list-style-type: none"> • 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.
Knowledge and experience	
Essential <ul style="list-style-type: none"> • Practical experience of marketing via all digital and traditional channels. • Knowledge of and commitment to equality, diversity and inclusion. • Knowledge of The FA’s Safeguarding Operating Standard. • Experience of monitoring and evaluation of programmes. • Knowledge of good people management practice. 	Desirable <ul style="list-style-type: none"> • Knowledge and understanding of The FA’s National Game Strategy and how the County FA Business Plans support its delivery. • Knowledge and understanding of working with volunteers. • Knowledge of, and existing contacts within the local/regional media sector.
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
Insightful	Embraces new thinking in pursuit of continuous improvement: <ul style="list-style-type: none"> • Questions the way things are done and prepared to challenge the status quo. • Identifies and understands customer behaviour and brings forward a fresh perspective. • Understands and reacts to the personal motivations that drive people’s actions and seeks to improve efficiency and performance.
Innovative	Introduces new, original ideas and content and is a creative thinker: <ul style="list-style-type: none"> • Creates and delivers new and better solutions to affect positive change



	<ul style="list-style-type: none"> • Establishes new relationships to engage and enhance communities • Has confidence in their ability to try something new and break the mould
Inclusive	<p>Champions and ensures that football is, and will remain, a game for everyone:</p> <ul style="list-style-type: none"> • Openly collaborates with colleagues and partners in the game • Provides equal opportunity to people of different backgrounds, experience and perspective • Seeks out and embraces new ways of thinking and working.
Inspirational	<p>The ability to excite others to achieve the very best outcome:</p> <ul style="list-style-type: none"> • Seeks to achieve the highest levels of performance at all times. • Persists to achieve a standard for others to aspire to. • Challenges others to go further and achieve more.

Job description reviewed and modified by:	Kevin Staples
Date job description reviewed and modified:	15 th October 2021
Job description authorised by:	Adam Evans

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.