



ABOUT SURREY FA



Founded in 1890, Surrey FA has a rich history with the beautiful game. Today, Surrey FA is one of the leading County FA's in the country and is a not-for-profit organisation with charitable status. This is an exciting time for us as we continue to transform our services and set about developing our new long-term strategy to 2030.

Surrey FA supports over 3,000 teams and 60,000 players, over 1,000 referees, and 5,000 coaches. We have a network of County Members providing expertise and diversity of voice to our Working Groups, a diverse and committed Board of Trustees, and 28 staff working across 15 Local Authorities. Surrey FA was also the first CFA to achieve Intermediate Equality Standard.

WHAT IS IT LIKE TO WORK FOR US?

Surrey FA is a great place to work. We are proud of our positive culture, staff well-being, and team working. We are collaborative. We support each other. The person is as important to us as the skills you can bring.

We value the benefits of partnership working to deliver better outcomes. And we are all passionate and committed to grassroots football and changing lives across our community.

We offer flexible working hours, a benefits programme designed by our staff and you'll be based in our newly built offices at Meadowbank Football Ground, overlooking the Surrey Hills in Dorking, Surrey.

www.surreyfa.com



surreyfa



surreyfa



surreycountyfa



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE

Marketing & Communications Assistant

REPORTS TO

Head of Marketing and Partnerships

JOB PURPOSE(S)

- To assist, support and help to develop the marketing and communications operation at the Surrey FA and with building and maintaining appropriate partnerships as required
- To support the Head of Marketing & Partnerships with delivery of the Surrey FA Strategy

PRINCIPAL ACCOUNTABILITIES/RESPONSIBILITIES

- To assist in increasing awareness of the Surrey FA on a local, regional and national basis and developing the positive brand perception
- To support the creation of marketing communications and brand promotion, this includes but is not limited to the publication of the e-news and County Cup Programmes and maintaining the Surrey FA website
- To lead with the sourcing of creative assets for Surrey FA and key stakeholders
- To support the Head of Marketing & Partnerships with sourcing positive media coverage through PR and promotional campaigns as necessary
- To take responsibility for the creation of social media content and direct email campaigns
- To use data and insight to "Know the Customer" you are targeting, ensuring appropriate communication channels are used
- Assist the Head of Marketing & Partnerships to maximise partnership and sponsorship opportunities
- Provide marketing support to dedicated county campaigns or national campaigns initiated by The FA
- Work with colleagues to implement the Surrey FA Strategy
- Aid in providing marketing support & advice to our grassroots clubs and leagues
- To support the Head of Marketing & Partnerships to create internal communications within the CFA, providing all staff with regular information regarding key projects and news





- Social media and content creation across website, PR and Youtube
- Write news stories, match reports and website updates
- To support the Head of Marketing & Partnerships with corporate communications delivery
- Ensure compliance with CFA's health and safety policies
- Help to ensure that Surrey FA effectively implement and maintain the FA's Safeguarding Operating Standard within Football
- An understanding and awareness of the Equality Act 2010
- Execute additional tasks as required to meet Surrey FA's changing priorities
- Carry out key functions of the Head of Marketing & Partnerships in the event of their absence
- Source and create regular original content for Surrey FA channels, including the production of video and news features

SURREY FA VALUES

Value	Behaviours
COLLABORATIVE	<ul style="list-style-type: none">● We work together, fueled by our passion and shared commitment to growing football.
AMBITIONS	<ul style="list-style-type: none">● We venture into uncharted territories with open minds, being bold in our thinking and brave in our actions.
RESPECTFUL	<ul style="list-style-type: none">● We recognise everyone's individual experience and perspectives, seeking out and valuing their contribution.
EXCELLENCE	<ul style="list-style-type: none">● We always strive for excellence to enable us to make a lasting impact on grassroots football.



KNOWLEDGE/EXPERIENCE/TECHNICAL SKILLS/BEHAVIOURS

KNOWLEDGE/EXPERIENCE/TECHNICAL SKILLS

Essential

- Evidence of successfully supporting media and marketing strategies
- Experience with digital marketing: email, CMS websites and social media
- Ability to establish and sustain effective working relationships with partners and external organisations in relation to marketing and commercial activity
- Proactive in sourcing of new and emerging media opportunities
- Excellent interpersonal and presentational skills
- Demonstrate a working understanding and application of inclusion, equality and anti-discrimination, safeguarding and best practice.
- Experience of using Adobe Creative Cloud (InDesign, Photoshop), or a willingness to learn these skills within and outside of the workplace
- Excellent attention to detail and takes pride in own work

Desirable

- Graduate / Graduate calibre
- Knowledge of the FA National Game Strategy
- Experience of using Sitecore and Google Analytics
- Understanding of grassroots football
- Experience of working with Boards and Committees
- Experience of supporting the delivery of events
- Driving licence
- Experience in managing people

BEHAVIOURS

- Problem Solving
- Teamwork
- Communicating
- Delivery
- Customer excellence
- Attention to detail
- Developing Self and Others
- Leadership

This job description is only a summary of the role as it currently exists and is not meant to be exhaustive. The responsibilities/accountabilities and skills/knowledge/experience/behaviours might differ from those outlined and other duties, as assigned, might be part of the job.

