



# 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](http://www.surreyfa.com)



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# JOB DESCRIPTION AND PERSON SPECIFICATION

## JOB TITLE

Marketing & Communications Intern

## REPORTS TO

Head of Marketing & 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 support with the creation of all marketing communications and branded marketing collateral, including the publication of the e-news and County Cup Programmes and develop as well as helping to manage and maintain the Surrey FA website
- Provide marketing support to dedicated county campaigns or those National campaigns initiated by The FA
- Work with other officers to implement the Surrey FA Strategy
- Aid in providing marketing support & advice to our grassroots clubs and leagues
- 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
- Execute additional tasks as required in order to meet Surrey FA's changing priorities
- Source and create regular original content for Surrey FA channels, including the production of video and news features
- Social media daily management, working to schedule prepared by Marketing Team
- Support in the creation of website content, with close guidance and training from Marketing Team
- Support with ad-hoc design work to support wider team
- Provide marketing support to National campaigns initiated by The FA



- Support with administrative functions of Marketing Team, including correspondence on social media and managing the Player Noticeboard resource
- Support in managing our client feedback processes, processing and managing the results and help us to highlight best practice and publicise examples of customer service excellence
- Attend and contribute to Marketing Team meetings for ideation
- Assist with filming and photography as required
- Support in creating written content pieces, particularly with respect to Surrey FA's County Cup competitions
- Edit match highlight videos from Surrey FA County Cup Competitions
- Produce audio, visual and written content around key equality campaigns to supplement Surrey FA's commitment to inclusion and equality
- Develop and play a key role in the development and implementation of a Surrey FA influencer marketing strategy
- Develop our database of sports organisations and other local organisations who we can engage with to run events and campaigns both digitally and in person
- Provide administrative support around Surrey FA contact database, support strategies to grow

## SURREY FA VALUES

- **Excellence** – Approachable, knowledgeable staff delivering a proactive and professional service.
- **Inclusion** – Ensuring equality is at the heart of everything we do.
- **Innovation** – Embracing new ways of working, new technologies and responding to customer feedback





## KNOWLEDGE/EXPERIENCE/TECHNICAL SKILLS/BEHAVIOURS

### a) KNOWLEDGE/EXPERIENCE/TECHNICAL SKILLS

#### Essential

- Evidence of successfully supporting media and marketing strategies
- Experience with digital marketing: email, CMS websites and social media management
- Ability to establish and sustain effective working relationships with partners and external organisations in relation to marketing and commercial activity
- 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

- A university student enrolled in a relevant course to marketing/sports marketing or media
- Experience and high competence with social media platforms
- Understanding of grassroots football
- Experience of supporting the delivery of events

### b) BEHAVIOURS

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| <ul style="list-style-type: none"><li>● Problem Solving</li><li>● Teamwork</li><li>● Communicating</li><li>● Delivery</li><li>● Customer excellence</li><li>● Attention to detail</li></ul> | <ul style="list-style-type: none"><li>● Developing Self and Others</li><li>● A pro-active, self-starter</li></ul> |
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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.