



Sussex County Football Association

Marketing & Communications Officer

Recruitment Pack



Sussex County FA

Marketing & Communications Officer

The Sussex County Football Association Limited is seeking to recruit a Marketing & Communications Officer to help raise the profile of the organisation and support the delivery of The FA National Game Strategy.

This position will be responsible for developing, managing and maintaining the County FA website ensuring that it remains a central resource for the dissemination of information. The successful applicant will also be responsible for the strategic co-ordination of all the County FA's social media channels. A full role profile can be found below.

To join the team and be successful, the individual must be able to demonstrate an understanding of the role on offer and how their expertise and experience will enable them to meet the essential and desirable criteria within the role.

The interview panel must be convinced of the individual's passion, inspiration and professionalism for the role.

The successful applicant will report to the Marketing & Communications Manager and thereafter to the Chief Executive.

Applicants should have knowledge and experience of marketing and communications, be digitally savvy with a flair for social media, possess excellent writing and presentation skills and have a passion for football. They should also be able to work occasional evenings and weekends.

The Sussex County FA take the safeguarding and protection of children seriously and anyone working with us will be required to follow the County FA policy. Due to the nature of this post, the successful candidate may be required to undertake a Disclosure and Barring Service check through The FA Criminal Records Check process.

What can the Sussex County FA offer?

- An exciting opportunity to join a forward thinking and progressive business
- An exciting opportunity to work with key stakeholders within the grassroots and professional game
- A commitment to empowered and supportive personal development
- A Workplace Pension Scheme
- A Personal Accident policy

Hours of work are 35 hours between 9:00am to 5:00pm Monday to Friday with occasional evening and weekend working. The position will receive 4 weeks annual holiday and a salary in the range of £16,000-£20,000 per annum, with a three month probationary period.

If any questions arise about the role or clarity is required on the recruitment pack, please contact the Marketing & Communications Manager, Darren Ford via Darren.Ford@SussexFA.com or call 01903 753547 option 6.

Closing date for applications is 2:00pm on Friday 29 March 2019, with an interview date to be confirmed.



Role Profile

Job Title:	Marketing & Communications Officer	Reports To:	Marketing & Communications Manager
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Role Purpose:	
<ul style="list-style-type: none"> To raise the profile of the CFA through marketing and communications To lead the development and implementation of the CFA Marketing & Communications Plan To support the delivery of The FA National Game Strategy and enhance the CFA's major priorities To assist with identifying and maximising partnership and sponsorship opportunities 	
Direct Reports:	None

Key Accountabilities:	
<ul style="list-style-type: none"> To increase awareness of the CFA on a local, regional and national basis and to develop the positive brand perception To be responsible for all communications and branded marketing collateral, including the publication of the CFA e-news and County Cup/Representative Football programmes To develop, manage and maintain the CFA website ensuring that it remains a central resource for the dissemination of information to all stakeholders To manage the relationship between the CFA and local media and to obtain positive media coverage for the CFA through PR and promotional campaigns as necessary To provide marketing support and advice to our grassroots clubs and leagues To develop a social media strategy to help increase followers and engagement rates across all CFA social channels To ensure internal communications across the CFA are maintained to a high standard at all times, providing all CFA staff with regular information regarding all key projects and news Use data/insight tools to know the audience you're targeting, ensuring appropriate communication channels are used Maintain a media library of all CFA activities and events Execute additional tasks as required in order to meet CFA's changing priorities Ensure compliance with CFA's health and safety policies Ensure that the CFA 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 	

CFA Values and Behaviours:	
<ul style="list-style-type: none"> Progressive - We embrace new thinking in the pursuit of continuous improvement Innovation, Creative, Future thinking, Ground-breaking, Problem Solving, Challenge Respectful - We set the standards for respectful behaviour across the game Maintaining Standards, Role modelling, Respecting others' opinions and values Inclusive - We champion and ensure that football is and will remain a game for everyone Championing, Supporting, Including, Leading, Collaborative Determined - We are tenacious and accountable to each other in serving the whole game and doing the right thing Driven, Stamina, Tenacious, Focused, Resilient Excellent - The very best outcome can only be achieved by sustained excellence in performance Be the best you can be, striving for success, excelling, exceeding expectations 	

Essential Skills:	Desirable Skills:
<ul style="list-style-type: none"> Experience of marketing and communications Experience of multi-platform marketing campaigns Experience of working with key stakeholders Excellent writing and presentation skills Able to successfully network with key staff and contacts Excellent and varying communication skills Experience with digital marketing: email, website and social media management Excellent administration and IT skills (Microsoft Office) 	<ul style="list-style-type: none"> Experience of marketing in the sports/football industry Knowledge of brand management 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 Use of Adobe Creative Suite (Photoshop, InDesign, etc.) Understanding of Google Analytics
Enhanced CRC Check Required:	No
Full Driving Licence and access to own vehicle:	Desirable



Application Form

The decision to invite you to attend for interview will be based on the information you provide on this form. The Sussex County FA is an Equal Opportunities Employer.

Position applied for:

Personal details (please complete in BLOCK CAPITALS)

First Names: Surname:

Mr / Ms / Mrs or preferred title: Are you over the age of 18?

Address:

Post Code: Email Address:

What is the best day and time to contact you?

What is the best number to contact you on?

Do you hold a full current driving licence?

Do you have an accepted FA DBS (Criminal Records Check)*

*If you do not hold an FA DBS, it may be a requirement for this to be completed before appointment.

Education and training

Please provide details of your education, qualifications and training that you have completed or are currently undertaking.

Dates	Details of School/College/Institution	Course or Qualification	Grade

(Please attach a continuation sheet if required)

Employment and volunteering history

Starting with your present or most recent job, please give a summary of all employment, including any freelance and relevant unpaid / voluntary work. Please include start and end dates for all positions held, the name of employer, nature of business, your job title and brief details of your responsibilities. Also include salary and benefits package.

Dates	Employers name/nature of business	Job title	Key Responsibilities	Salary/Benefits

(Please attach a continuation sheet if required)

How do I meet the requirements of the role as Marketing & Communications Officer?

Please outline the skills and experience that you have which are appropriate to demonstrate your suitability for the advertised role and how you would meet the essential and desirable knowledge, experience and skills required. Please include any paid work, unpaid/voluntary work which is relevant to the role we are recruiting for. Please ensure you have read and fully understood the job advertisement and the role profile provided.

Continued...

Names and address of referees

Please give the name and address of two referees, one being your most recent employer

	First Referee	Second Referee
Name		
Address		
Postcode		
Telephone		
Email		
Relationship to you		

Additional Information

Do you require a work permit or are there any restrictions on your ability to work in the UK?

If yes, please give further details:

Where did you hear about this vacancy?

If your application is successful:

What notice period would you have to provide your current employer?

What annual salary would be looking to obtain?

£

Declaration

I give my consent to the storage of personal data contained within this form for the purposes only of this application process. I can confirm and declare that the information provided on this form, to the best of my knowledge is complete, accurate and not misleading.

Signature:

Date:

Please complete and return your application form before 2:00pm on Friday 29 March 2019.

Either email your completed application to Darren.Ford@SussexFA.com or post it to the following address:

Strictly Private & Confidential
Darren Ford
Sussex County FA
Culver Road
Lancing
West Sussex
BN15 9AX



The FA's Equality and Diversity Monitoring Form

The Sussex County FA is committed to Equality and Diversity and ensuring that it is fully representative of the Community it serves. To assist us in monitoring the ethnicity of members we would be grateful if you could complete the following monitoring form. All information detailed will be treated anonymously. Please return this form under separate cover.

SEX AND GENDER

Male Female

Have you ever been identified as Transgender? Yes No Prefer not to say

AGE

16 – 20 21 – 30 31 – 40 41 – 50 51 – 60 61+

ETHNICITY

Indicate in the appropriate box your ethnic background. Ethnic categories are not about nationality, place of birth or citizenship they are about the group to which you feel you belong to. The descriptions below are from the 2011 census.

White

British English Scottish Welsh Irish Gypsy or Irish Traveller
Any other white background

Mixed

White & Black Caribbean White & Black African White & Asian Mixed background
Mixed other background

Asian

British-Indian Indian British-Pakistani Pakistani British-Bangladeshi
Bangladeshi British-Chinese Chinese Any other Asian background

Black

Black Caribbean Caribbean British African African British Other
Any other Black background

Other Background

Other Prefer not to disclose my ethnic origin

DISABILITY

Under the Equality Act 2010, disability is defined as a physical or mental impairment that has a substantial and long term adverse effect on the ability to carry out normal day to day activities. Substantial means more than minor or trivial. Impairment covers, for example, long term medical conditions such as asthma and diabetes, and fluctuating or progressive conditions such as rheumatoid arthritis or motor neurone diseases. A mental impairment includes mental health conditions (such as bipolar disorder or depression), learning difficulties (such as dyslexia) and learning disabilities (such as autism and Down's syndrome). Some people including those with cancer, multiple sclerosis and HIV / AIDS are automatically protected as disabled people by the Act.

Do you consider that you meet this definition?

Yes No

If you have indicated yes, please indicate the impairment(s) that you feel applies to you:

Blind / partially sighted Deaf / hard of hearing Physical disability Learning disability
Communication barriers Experience of mental and emotional distress
Prefer not to say

RELIGION OR BELIEF

How would you describe the religion to which you feel you belong?

Christian Buddhist Hindu Jewish Muslim Mormon Sikh
Jehovah's Witnesses Atheist No Religion / Faith Other faith background
Prefer not to say

SEXUAL ORIENTATION

Which of the following options best describe how you think of yourself?

Heterosexual / Straight Gay Man Gay Woman / Lesbian Bisexual Other
Prefer not to say

OTHER

Please provide details of any other aspects of equality / diversity you feel are relevant: