

Sussex County   
Football Association

Marketing & Communications Officer

Recruitment Pack





**Marketing & Communications Officer Vacancy**

**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 Grassroots Football 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. The individual should also be able to work occasional evenings and weekends.

The Sussex County FA is committed to safeguarding children and adults at risk, and anyone working with us will be required to follow the Sussex County FA safeguarding policies.

**What can the Sussex County FA offer?**

• An exciting opportunity to join a forward thinking, progressive business

• An exciting opportunity to work with key stakeholders within the grassroots and professional game

• A commitment to empowered and supportive personal development

• Access to FA Cup Final and England tickets at Wembley Stadium

• Workplace Pension Scheme • Personal Development Budgets

• Additional leave after 5, 10 years’ service • Additional time off over Christmas

• Long Service Awards for 10, 15, 20 years’ service • Health Scheme

• Employee Assistance Programme • Personal Accident policy

• Free Nike Staff Uniform every year • Flexible working hours

Hours of work are 35 hours worked flexibly across a week with occasional required evening and weekend working. The position will receive 20 days’ annual leave as standard and a salary in the range of £21,000-£22,000 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](mailto:Darren.Ford@SussexFA.com) or call 01903 753547 (#241).

**Closing date for applications is 2:00pm on Wednesday 21 September 2022, with an interview date of Thursday 29 September 2022.** Please note that we are unable to acknowledge receipt of applications.

**Disability Confident**

The Sussex County FA prides its-self on being an employer who are committed to supporting candidates with disabilities throughout our recruitment and selection process. We have a dedicated team to support any employee with a disability. If you require any reasonable adjustments to support your application, please do not hesitate to get in touch.

**Equality Statement**

The Sussex County believe that football belongs to, and should be enjoyed by, anyone who wants to participate in it. We are committed to promoting equality within the business in every aspect of its work and we encourage applicants from all backgrounds, cultures, beliefs, and experiences to apply for this role, regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnership.

****

**Role Profile**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title:** | Marketing & Communications Officer | **Reports To:** | Marketing & Communications Manager |
| **Direct Reports:** | None | **Starting Salary:** | £21,000 - £22,000 (dependent on experience) |
| **Contract Type:** | Permanent | **Working Hours:** | 35 hours per week flexible working pattern |
| **Location:** | Minimum of two days per week in office at Sussex County FA Headquarters in Lancing | | |

|  |
| --- |
| **Role Purpose:** |
| * 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 Grassroots Football Strategy and enhance the CFA’s major priorities * To assist with identifying and maximising partnership and sponsorship opportunities |

|  |
| --- |
| **Key Responsibilities:** |
| * 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-newsletter 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 365 Standard for Football * An understanding and awareness of generic Equality law and of good practice within sports equality |

|  |
| --- |
| **CFA Values and Behaviours:** |
| * **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:** |
| * 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 communication skills * Experience with digital marketing: email, website and social media management * Excellent administration and IT skills (Microsoft Office) | * Experience of marketing in the sports/football industry * Knowledge of brand management * Experience of working alongside partner organisations * Customer Excellence * Ability to undertake and utilise research, as required * Understanding of Google Analytics * Use of Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier Pro, etc.) * Full drivers’ licence and access to own vehicle |

|  |  |
| --- | --- |
| **Application number:** (Office use only) |  |



Application Form

Applications can be accompanied by a Curriculum Vitae (CV). 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.

Marketing & Communications Officer

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?

Preferred Pronouns: she/her/hers - he/him/his - they/them/theirs - or other:

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. Important: Include any breaks in employment.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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.

|  |
| --- |
|  |

(Please attach a continuation sheet if required)

**Names and address of referees**

Please give the name and address of two reference providers, one of which should be your current employer, or when not currently employed, your last employer (where possible). References will only be taken up upon successful application. Please note: Appointment to the role will not be approved until suitable references have been obtained and approved**.**

|  |  |  |
| --- | --- | --- |
|  | **First Referee** | **Second Referee** |
| **Name** |  |  |
| **Address** |  |  |
| **Postcode** |  |  |
| **Telephone** |  |  |
| **Email** |  |  |
| **Relationship to you** |  |  |

**Accessibility**

Sussex County FA is committed to ensuring that all applicants can access the application and selection process for this role. Please details in the box below any adjustments you will require to be made to the selection process (including interviews) should your application be progressed to the next stage.

### 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:

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 Wednesday 21 September 2022.**

Either email your completed application to [Victoria.Windslow@SussexFA.com](mailto:Victoria.Windslow@SussexFA.com)or post it to the following address:

Strictly Private & Confidential, Vicki Windslow, Marketing & Communications Officer Vacancy, Sussex County FA, Culver Road, Lancing, West Sussex, BN15 9AX.

**DIVERSITY & INCLUSION DATA CAPTURE** -SURVEY QUESTIONS

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 survey form. All information detailed will be treated anonymously.

**Which of the following best describes your ethnic origin?**

*Please select the one answer which best describes you*

|  |  |  |  |
| --- | --- | --- | --- |
| White |  | Mixed |  |
| White British (English, Welsh, Scottish, Northern Irish) | ☐ | White and Black Caribbean | ☐ |
| White Irish | ☐ | White and Black African | ☐ |
| White Gypsy or Irish Traveller | ☐ | White and Asian | ☐ |
| Other White (please specify:) | ☐ | Other Mixed / Multi-ethnic background  (please specify:) | ☐ |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  |
| Asian or Asian British |  | Black or Black British |  |
| Indian | ☐ | Caribbean | ☐ |
| British Indian | ☐ | British Caribbean | ☐ |
| Pakistani | ☐ | African | ☐ |
| British Pakistani | ☐ | British African | ☐ |
| Bangladeshi | ☐ | Other Black background (please specify:) | ☐ |
| British Bangladeshi | ☐ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Chinese | ☐ |  |
| British Chinese | ☐ | Arab |  |
| Other Asian/Chinese background (please specify:) | ☐ | British Arab (English, Welsh, Scottish, Irish) | ☐ |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | Other Arab background (please specify:) | ☐ |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  |  |
| Other Ethnic Group (please specify:) | ☐ | Would rather not say | ☐ |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |  |
|  |  |  |

**Which of the following best describes your religious belief?**

*Please select one answer*

|  |  |  |  |
| --- | --- | --- | --- |
| No religion | ☐ | Judaism | ☐ |
| Buddhism | ☐ | Mormonism | ☐ |
| Christianity | ☐ | Sikhism | ☐ |
| Hinduism | ☐ | Prefer not to say | ☐ |
| Islam | ☐ | Other (please specify:) | ☐ |
| Jehovah Witnesses | ☐ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  |  |

**What best describes your sexual orientation?**

*Please select one answer*

|  |  |  |  |
| --- | --- | --- | --- |
| Gay/Lesbian | ☐ | Pan | ☐ |
| Heterosexual/Straight | ☐ | Prefer not to say | ☐ |
| Bi | ☐ | Not known | ☐ |

**What best describes your gender identity?**

*Please select the responses that best describes you*

|  |  |  |  |
| --- | --- | --- | --- |
| Female/Woman | ☐ | Prefer not to say | ☐ |
| Male/Man | ☐ | I use another term (please specify:) | ☐ |
| Non-Binary | ☐ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Agender | ☐ |  |

**Do you have a trans history or does your gender differ from your sex assigned at birth?**

*Please select one answer*

|  |  |
| --- | --- |
| Yes | ☐ |
| No | ☐ |
| Prefer not to say | ☐ |

**Do you have any long-term health conditions, impairments or illnesses that have a substantial effect on your ability to do normal daily activities?**

*This could include, for example, physical, sensory, learning, social, behavioural or mental health conditions or impairments. Long-term means that they have lasted, or are expected to last, 12 months or more.*

|  |  |
| --- | --- |
| Yes | ☐ |
| No | ☐ |
| Don’t know | ☐ |
| Prefer not to say | ☐ |

**How old are you?**

*Please select one answer*

|  |  |
| --- | --- |
| 16-17 | ☐ |
| 18-24 | ☐ |
| 25-34 | ☐ |
| 35-44 | ☐ |
| 45-54 | ☐ |
| 55-64 | ☐ |
| 65+ | ☐ |
| Prefer not to say | ☐ |