



**ENGLAND
FOOTBALL**

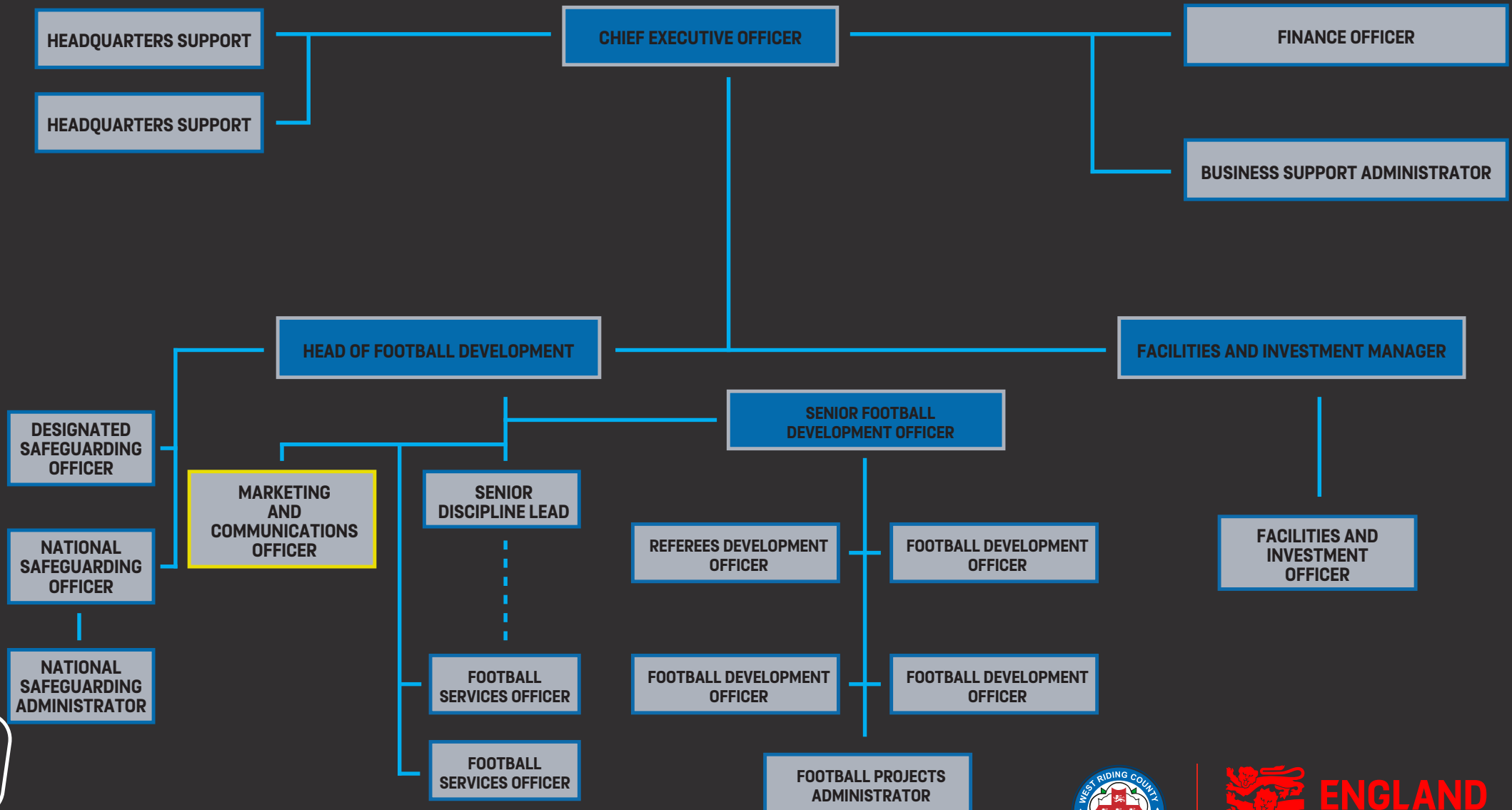
**JOIN THE TEAM
RECRUITMENT PACK**

MARKETING AND COMMUNICATIONS OFFICER

NOVEMBER 2022



STAFFING STRUCTURE



- - - SUPERVISORY RESPONSIBILITIES

SENIOR MANAGEMENT TEAM





**ENGLAND
FOOTBALL**

West Riding County Football Association

MARKETING AND COMMUNICATIONS OFFICER

ROLE:	Marketing and Communications Officer
CONTRACT TYPE:	Fixed Term until 30th June 2024 (this period is in line with the current strategy cycle. The role is likely to be extended into the next strategy cycle 2024-2028).
HOURS PER WEEK:	35 hours
SALARY:	Circa £23,000 negotiable based on experience
BASE:	West Riding County FA Headquarters, Fleet Lane, Woodlesford, Leeds, LS26 8NX
ADDITIONAL BENEFITS:	<ul style="list-style-type: none">• Bike to Work Scheme• Nike Kit• Death in Service Insurance• Employee Pension Scheme• Time off In Lieu Policy• Working from Home Policy• Flexible Working Policy• Individual Training and Education Support Packages• Employee Assistance Programme• Care Plan – Employee Benefits Plan• Access to FA Cup Final and England tickets at Wembley Stadium

Are you a Marketing Professional? Do you love football? Then we may have just the role for you.

At West Riding FA we live and breathe grassroots football. It's an incredible and dynamic environment for players, volunteers and fans and it's our job to support everyone who makes The Beautiful Game happen week in week out.

At our offices, based in Woodlesford, Leeds, we employ a small team of 21 people across a range of roles including facility development, coach and referee development, club and league development, safeguarding, equality, inclusion and diversity and commercial delivery.

We have an exciting opportunity for a marketing and communications specialist to join our team. The ideal candidate will have a solid understanding and appreciation for exceptional Marketing and Communications in sport.





ENGLAND
FOOTBALL

Engaging, targeted and professional marketing and communications are the bedrock of all our operations. From Football Development to Discipline Management, we aim to deliver an exceptional experience through a deep understanding of our stakeholders and their needs.

We are looking for an infectious and dynamic self-starter to hit the ground running with an enthusiastic approach, great ideas, and confidence to drive our marketing forward. We want people who care and who can relate to the full spectrum of people involved in grassroots football.

Working closely with all members of the team, you will be at the heart of our communications strategy, leading the way on all things digital, creating great content and maximising the value of our partnerships.

A full training programme will be provided to get you up to speed as well as ongoing professional development opportunities to help you achieve your best and climb the ladder.

For further information on the role, please speak with Jo de Tute (Head of Football Development):

Email: - joanne.detute@westridingfa.com

Phone: 0113 2821222

HOW TO APPLY

To apply for this position, please complete and return the online application form – [Application – Marketing and Communications Officer](#).

Closing date: Thursday 1st December 2022

Interviews: Week beginning 12th December 2022

EQUALITY AND DIVERSITY

As an equal opportunities employer, we [West Riding FA] value diversity and welcome applicants from all backgrounds.

To ensure our recruitment processes are non-discriminatory and that we maintain a diverse workforce profile, we ask applicants to complete a [Diversity Monitoring Form](#) to enable us to collate anonymised data, which helps us to monitor the diversity profile of all our job applicants.

SAFEGUARDING CHILDREN, YOUNG PEOPLE, AND ADULTS AT RISK

The CFA is committed to safeguarding children, young people, and adults at risk. All eligible roles are subject to a DBS Check. This role does not involve regulated activity with children or young people under the age of 18, within the context of the job or any subsequently related activities or responsibilities and does not require an enhanced DBS check.

If you do not have the formal qualifications specified but can demonstrate skills or experience of an equivalent standard, we would be interested in your application.



@westridingfa



@westridingfa



westriding_fa

JOB ROLE PROFILE



JOB TITLE: Marketing and Communications Officer

REPORTS TO: Head of Football Development

JOBS REPORTING INTO THE JOB HOLDER: None

ROLE PURPOSE:

- To support delivery of The FA Grassroots Football Strategy and the West Riding FA Business Strategy.
- To lead the development, implementation and review of the West Riding FA marketing and communications functions.
- To enhance the image, profile, and reputation of the West Riding FA.
- To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs (Safeguarding 365).
- 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.

PRINCIPAL ACCOUNTABILITIES/RESPONSIBILITIES

BRAND/PROFILE MANAGEMENT

- Maintain control over the West Riding brand - Proactively protecting and promoting the reputation of the West Riding FA.
- Raise the positive profile of the West Riding FA through the structured distribution of press releases, publication of online content, social media promotion and communication with local media.
- Ensure that communications address key messages and enhance existing guidelines, such as County FA Business Plans, Customer Service Strategies and FA led initiatives.
- Position equality, inclusion, and diversity at the centre of all content and operations.

CONTENT MANAGEMENT

- Compose and implement the West Riding FA social media communications strategies, aimed at positively promoting West Riding FA's provisions, services and products
- Compose and publicise online content for the West Riding FA website.
- Provide local marketing and communications support to dedicated FA campaigns.
- Co-ordinate the publication of the West Riding printed material.



MEDIA AND EVENT MANAGEMENT

- Develop links within the local media to ensure that there is regular coverage of the West Riding activities.
- Expertly and effectively manage incoming media requests.
- Manage a programme of public events, particularly County Cup finals.
- Undertake relevant market research to identify progress and highlight areas for priority action.

SPONSORSHIP AND BRAND PARTNERSHIP

- Drive the commercial programmes of the business, creating exciting opportunities to help grow the business.
- Relationship management, activation execution and general client servicing.
- Developing scalable partnerships offering monetary and in-kind benefits to West Riding FA and stakeholders.

SAFEGUARDING

- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies.
- Support messaging so that under-18s and adults at risk in youth and open-age adult grassroots football know how to report concerns about their wellbeing.
- Ensure the West Riding has a planned approach to youth engagement and demonstrates it can communicate in a child-friendly manner with under-18s.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the West Riding 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 West Riding 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.
- 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).
- Use national and local customer insight to drive delivery of the West Riding Business Strategy.

PERSON SPECIFICATION

QUALIFICATIONS

ESSENTIAL

- A qualification in marketing or comparable subject.
- Educated to A Level or equivalent.

DESIRABLE

- A degree level qualification or equivalent experience.



@westridingfa



@westridingfa



westriding_fa

SKILLS

ESSENTIAL

- Ability to work strategically with partner organisations across different sectors to plan and deliver marketing and communication strategies.
- Project management skills and experience – to plan, set and achieve objectives to deadlines.
- A proactive mindset - take initiative and find creative solutions to a business problem.
- Effective storytelling – Adapting content writing to meet the needs and expectations of different audiences.
- Excellent IT skills including the use of Microsoft Office applications, social media platforms and online communication platforms (such as MailChimp).
- 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.
- Ability to use data to monitor and evaluate programmes.
- Influencing skills to champion change.
- Conflict management/resolution.
- A curious, learning mindset

DESIRABLE

- Knowledge and understanding of The FA's Grassroots Football Strategy and how the County FA Business Plans.
- Knowledge and understanding of working with volunteers.

KNOWLEDGE AND EXPERIENCE

- Managing and activating a portfolio of partnerships and strategic relationships
- Experience working with scheduling platforms
- Experience using analytics tools
- Experience in creating and/or updating website content

FA VALUE AND BEHAVIOURS

PROGRESSIVE

Embraces new thinking in pursuit of continuous improvement

- Identifies the need for, and actions change in direction, practice, policy or procedure
- Questions the way things are done and takes informed risks
- Continuously seeks to improve efficiency and performance

RESPECTFUL

Sets the standards for respectful behaviour across the game

- Maintains people's self-esteem when interacting with them
- Avoids pre-judgement when listening to suggestions from others
- Seizes the opportunity to apply FA standards at all times

INCLUSIVE

Champions and ensures that football is, and will remain, a game for everyone

- 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



DETERMINED

Tenacious and accountable. Serving the whole game and doing the right thing

- Works relentlessly to overcome roadblocks or obstacles to achieve the goal
- Remains focused on seeing agreed goals through to completion taking pride in their work
- Maintains motivation for their team and themselves

EXCELLENT

The very best outcome achieved by sustained excellence in performance

- Seeks to achieve the highest levels of performance at all times
- Can be persistent to achieve a standard that others consider impossible
- Challenges others to go further and achieve more

WEST RIDING FA VALUES AND BEHAVIOURS

VISION

To create enjoyable experiences and help form lasting memories through football

PURPOSE

More people playing football more often

VALUES

TRANSPARENT

- We make our decisions and actions open, honest and consistent
- We keep our communication easy to understand and our processes simple
- We are accountable for our actions

INCLUSIVE

- We consult widely to achieve the best collaborative outcome
- We provide equal opportunity to people of different backgrounds, experience, ability, and perspective
- We understand the views, needs, and expectations of everyone involved in the game
- We minimise individual bias and seek diverse opinions when listening to suggestions from others



RELEVANT

- We are present when we are needed
- We act with courage by challenging the status quo and take informed risks
- We remain vigilant and agile to exploit opportunities, maximise efficiencies and performance
- We pursue and embrace innovation and experimentation in pursuit of continuous improvement

CARE

- We humanise our interactions and create memorable connections
- We are passionate about delivering a high-quality football experience
- We strive to deliver the very best in everything we do
- We work tirelessly to create and maintain a caring, safe and respectful environment for all participants

FURTHER INFORMATION

This role involves regulated activity with children or young people under the age of 18, within the context of the job or any subsequently related activities or responsibilities and requires an enhanced DBS check with a check of the relevant barred lists and relevant Safeguarding Training.

This Job Role profile 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/behaviors might differ from those outlined and other duties, as assigned, might be part of the job.



**ENGLAND
FOOTBALL**

West Riding FA,

Fleet Lane, Woodlesford, Leeds, LS26 8NX

Tel: 0113 282 1222

Email: info@westridingfa.com



@westridingfa



@westridingfa



westriding_fa

CORINTHIAN

my corinthian



The Equality Standard
A Framework for Sport

PRELIMINARY