

Job Title:	Marketing and Communications Officer	Reports to:	Chief Executive Officer
Contracted Hours:	Full Time 37.5 hours per week (Part Time will also be considered)	Salary:	£18,000 to £25,000 (pro rata) depending upon experience

1. Job Purpose

- Lead the development, implementation and review of the Wiltshire County FA Marketing and Communications plan.
- Lead the creation of a package to attract new sponsorship to the Wiltshire County FA.
- To assist in the efficient running of the Football Services and Football Development departments.
- To support delivery of The FA National Game Strategy in partnership with key stakeholders.

2. Principal Accountabilities/Responsibilities

- Review the Wiltshire FA's branding and visual imagery ensuring consistency across all media.
- Maintain control over the Wiltshire FA's logo and branding and create new brand guidelines for the Association.
- Review the Wiltshire FA's external and internal publications to ensure consistency of message and maximise efficiency.
- Coordinate the publication of the Wiltshire FA's printed material.
- Oversee the Wiltshire FA's website and social media accounts ensuring that it remains a central resource for the dissemination of information to all stakeholders.
- Develop links within the local media community to ensure that there is regular coverage of the Wiltshire FA's activities.
- Provide a regular source of press releases to the printed media.
- Maintain a picture library and a record of all published articles.
- Assist the Chief Executive Officer to develop commercial partnerships which raise investment into the Wiltshire FA.
- Support the Chief Executive Officer in managing on-going commercial partnerships to ensure mutual expectations are delivered.
- Attract new sponsorship by increasing the value proposition of all County Cup competitions.
- Provide marketing support to dedicated Wiltshire FA and FA campaigns.
- Lead the promotion, collection and analysis of the Wiltshire FA Grassroots Survey.
- Undertake any relevant market research to identify progress and highlight areas for priority action.
- Provide monthly management reports to the Chief Executive Officer.
- Use national and local customer insight to drive delivery of the Business Plan.

3. Knowledge/Experience/Technical Skills/Behaviours

Essential:	Desirable:
<ul style="list-style-type: none"> ▪ Experience of developing new commercial partnerships. ▪ First-hand experience in producing publications and written material, with proven skills of delivering brief to final print. ▪ A good understanding of marketing techniques and how to maximize the use of digital and social media platforms. ▪ Experience of writing engaging content for a range of media channels, through the use of 	<ul style="list-style-type: none"> ▪ Educated to degree level or similar level industry qualification. ▪ Knowledge of The FA National Game Strategy. ▪ Experience or knowledge of the sports sector ideally football and the role of CFAs in supporting the grassroots game.

<p>storytelling.</p> <ul style="list-style-type: none"> ▪ Proven track record of raising an organisation's profile through a wide range of media. ▪ Practical experience of marketing & communication, ideally within the sports sector. ▪ Ability to develop effective working relationships with colleagues and partners at all levels. ▪ Project management skills and experience – to plan, set and achieve objectives within strict deadlines. ▪ Experience of managing budgets and resource. ▪ Excellent communication, report writing and IT skills. ▪ Working knowledge and understanding of GDPR regulations. ▪ Willingness and ability to work outside of office hours to support the responsibilities of the role or wider work of the Wiltshire County FA, as appropriate. ▪ Valid Full UK Driving License and use of a car. 	
<p>4. Behaviours – as defined in County Football Association Competency Model</p>	
<ul style="list-style-type: none"> • Problem Solving • Teamwork • Communicating • Delivery • Customer Excellence 	<ul style="list-style-type: none"> • Integrity • Fairness • Accessible • Accountable • Transparent
<p>5. Further Information</p>	
<p>Wiltshire County FA is committed to equality of opportunity and welcome applications from all sections of the community.</p>	

<p>Completed by Name/Role:</p>	<p>Oliver Selfe - Chief Executive Officer</p>
<p>Signature:</p>	
<p>Date:</p>	<p>18/01/19</p>

This job description is only a summary of the role as it currently exists.