



## Job Description and Person Specification

Job Title: Brand Developer

Reports to: Chief Executive (and Commercial Director)

Job Purpose (s)

- To enhance the image, profile and reputation of the Amateur FA

About the Amateur Football Alliance:

The Amateur Football Alliance is a county football association in England, affiliated to the Football Association (FA). It is unusual among county FAs in not serving a particular geographical area. It was founded in 1906 as the Amateur Football Defence Council, was briefly known as the Amateur Football Defence Federation, and was reformed as the Amateur Football Association in 1907. Its aim was, as the decline of amateurism at the highest levels of football set in, to protect and preserve the original amateur spirit. It prides itself on the skill and competitiveness of its leagues, and on its traditions of fair play and respect for opponents and match officials.

Location: Unit 3, 7 Wenlock Road, London, N1 7SL, with some homeworking

Working hours: 20 hours per week, with occasional evening and weekend commitments

Salary: London living wage

Contract type: 6 months

Responsibilities:

- Set up, complete and report on brand recognition for the Amateur FA
- Develop a brand recognition plan - which may require brand repositioning
- Help to create brand guidelines
- Work with Commercial Director and CEO to create Marketing Strategy
- Special focus and responsibility around the organisation website, social platforms and team training
- Help to forge relationships with partners and sponsors

As this is a highly competitive role, we will be asking all candidates to present your approach (virtually) in order to secure the position.

Work is mostly remote (WFH) and work day in the office is preferably Wednesday (as all but one team member are in the office that day).

## **Person Specification**

Qualifications:

Essential

- Completion or studying for a marketing qualification or equivalent degree.

Skills, knowledge and experience:

Essential

- Strong understanding and interest of English football
- Some understanding of volunteer organisations, especially those that aren't seen as being "modern"
- Some IT skills including the use of Microsoft Office applications and social media platforms.
- Ability to work independently and as part of a team.
- Strong time management and prioritisation skills.
- Ability to provide professional and courteous customer service.
- Ability to quickly adapt and be flexible with the workload provided.

Desirable

- Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding.
- Marketing knowledge from a previous role or work experience.
- An understanding of the County FA football environment.

The job holder will be expected to understand and work in accordance with the values and behaviours described below.

### **WE DELIVER**

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.

### **WE ARE ALWAYS 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.

## **WE ARE A TEAM**

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.