

APPLICATION PACK

**FOOTBALL SERVICES OFFICER
MARKETING & COMMUNICATIONS
AT DEVON COUNTY FA**



Who are Devon County FA?

As we develop a new 10 year vision for grassroots football in Devon, it is an exciting time to be joining the Association.

As an innovative and professional organisation, Devon County Football Association is a not-for-profit organisation responsible for the development and governance of grassroots football in Devon since 1888.

We are the guardian of grassroots football in Devon and we are committed to providing opportunities for all our communities to engage in football activities. We have delegated powers from The Football Association to manage rules and regulations to ensure fair play and safeguarding in the grassroots game, both on and off the pitch.

We are responsible for developing the local game and strive to positively influence football participation for all, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

We support and develop over 34,000 players within 2,000 teams that play in over 400 clubs within the 17 sanctioned leagues. We also support thousands of volunteers, coaches and administrators and help develop and grow over 500 match officials as they develop a career within the game.

[Click here to view our 3 year strategy.](#)

Our Values, Vision & Role



Our Values

Inclusive

We will foster a culture where everyone is welcome, celebrate the uniqueness of every individual and ensure football in Devon is for all.

Positive

We will promote positive behaviours throughout football, support each other through challenges, and encourage the enjoyment which can be achieved by being involved with the game in Devon.

Respectful

We will listen and appreciate all different perspectives, treat everyone with dignity and empathy and promote respectful behaviour.

Our Vision

To enhance lives through football in Devon.

Our Role

Unite and serve Devon football to provide an inclusive and enjoyable experience for all.

Introduction to Devon County FA

Now is an exciting time to join Devon County Football Association. Over the past 18 months we have seen a change in the leadership of Association with our previous CEO retiring after 17 years in charge, and myself taking the opportunity to lead the Association into the future. Alongside this significant change, we have also recruited a number of new executive staff who are based at our offices in Coach Road, bringing our team up to 16 staff across the organisation.

Our current business strategy has entered its final year and we are now developing an ambitious ten-year vision for grassroots football in Devon. This new vision will align with our forthcoming four-year business strategy, enabling us to focus our efforts in delivering an improved football experience for all the Devon Football Family.

Since launching our current business strategy in 2021 we have seen many challenges, reached a number of milestones and worked with our Devon Football Family to support and recognise them. We have seen progress across our business and the game on all fronts, namely;

- Growth in male participation across youth and adult formats
- Exceeding our target of a 1000 new females involved in football in Devon
- Continuing to lead the County in the number of disabled players accessing the game
- Increased opportunities in servicing and supporting the volunteers in our game
- Achieving The FA Code of Governance
- Being awarded the Preliminary Level in the Equality Standard for Sport
- Achieving the Investors in People Silver Accreditation

Introduction to Devon County FA

The Association faces ongoing hurdles as the game adjusts to the evolving ways people lead their lives and seek involvement, whether through playing, volunteering, or spectating.

I passionately believe the Association and the grassroots game in Devon is in a very strong position. Everyone at Devon County FA are passionately committed to supporting and developing the game for the benefit of all communities.

The future promises to be exciting and rewarding for all of those involved at Devon County FA, as we embed our strategy, strive to deliver key targets and objectives. An effective Board of Directors is a key element of an Association that aspires to be a high performing, respected and cherished organisation that delivers a high- quality football experience for all members of our Devon Football Family.

Christopher French
Chief Executive Officer, Devon County FA



FA Code of Governance

In January 2020, The FA became the first national governing body in English sport to introduce a regional Code of Governance, with several other sports now following the model which has been endorsed by Sport England. The Code itself represents a 'Gold Standard' of governance, made up of 65 requirements based on Sport England and UK Sport's Code for Sports Governance.

The requirements within the code enable a County FA to assess their current practices against the highest standard of corporate governance in football, supporting their development and ensuring they have the structures, functional operations, and decision-making processes in place to offer the best possible service to the game at a local level. The code also includes provisions for gender diversity, ethnic diversity, and youth representation across the County FA network.

The Devon FA have recently met all the criteria and were awarded the FA Code of Governance standard. We are one of the first County FA's to meet the standard, which emphasises and clarifies the strength in our principles of operating our business to the highest standards. Good governance is at the centre of effective organisations and the Code of Governance framework enabled us to review our current practices, implement new processes and provide transparency and accountability to our members. Effective governance is central to the successful delivery of our key strategic aims.



WHAT IS IT LIKE TO WORK FOR DEVON FA?

Jakebir Ramday, Football Development Officer



"As one of the newest members of Devon FA, I can honestly say I was made to feel part of the football family upon my arrival. A close workforce allows me to work to my best of abilities without feeling uneasy. The Devon FA encourage freedom of thought and innovative thinking to develop grassroots football."

Dawn Rainbow, Finance Officer



"I have worked in many different industries and I can honestly say, I have never worked in an environment with more of a team ethos as I do here at Devon FA. There is always a friendly face willing to help if you need it, whether that is with a personal or professional matter. I can promise you that should you be offered a job here at Devon FA, you will not look back."

Matt Hodgson, Football Development Manager



"I've been at Devon FA now for nearly 15 years. In this time I have worked across multiple roles and I have loved the variation this has given me. Working in football was a dream for me and I feel very privileged to have a job that I love. The senior management and board have always been extremely supportive of me and are a huge part in the reason I have been here for so long and hope to remain here for many years to come."

Anne Kemp, Front of House



"I have never felt so much part of a team as I do at Devon County FA. Over the last 15 years I have been privileged to work alongside a tremendous team of staff and look forward to continuing working in a forward thinking and positive environment".

STAFF BENEFITS

AT DEVON FA INCLUDE:



VARIOUS DISCOUNTS THROUGH OUR PARTNERS
ANNUAL CHRISTMAS CELEBRATION
STAFF TRAINING THROUGH THE FA
ENHANCED SICK PAY
CYCLE TO WORK SCHEME OPERATED
EMPLOYEE ASSISTANCE PROGRAM



*ACCESS TO ENGLAND AND FA CUP TICKETS INCLUDE MEN’S AND WOMEN’S.

About the role

The position of Football Services Officer (Marketing and Communications) will be integral to the development and delivery of our communications strategy. Our new strategy will focus on ensuring we are delivering the right message on the right platform to engage our Devon Football Family, while raising the profile of the Association and activities across

This role will include:

- To lead the development, implementation and review of the Devon FA & DCFA Property management marketing and communications functions.
- To enhance the image, profile and reputation of the Devon FA & DCFA Property Management.
- To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs.
- 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.

To apply you need to be of graduate calibre, have experience in sports media with an understanding of the administration behind the delivery of marketing and communication strategies.

You need to be passionate about and committed to the delivery and development of football at a local level. You must be able to work under pressure, handle multiple priorities and meet deadlines.

Candidates must be good administrators and be able to demonstrate both team working and the ability to work unsupervised.

Candidates should also have excellent interpersonal, communication and presentation skills. You need also to have a current driving licence and be able to work evenings and weekends.

About the role

Role Title	Football Services Officer - Marketing & Communications
Reports to	Football Services Manager
Location	Devon County FA, Coach Road, Newton Abbot, TQ12 1EJ
Salary	£21,565
Working hours	36.25 hours per week, evening work required.
Contract type	Permanent following probation period

Job purpose
<ul style="list-style-type: none">• To support delivery of The FA National Game Strategy and the Devon FA's Business Strategy.• To lead the development, implementation and review of the Devon FA & DCFA Property management marketing and communications functions.• To enhance the image, profile and reputation of the Devon FA & DCFA Property Management.• To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs.• 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.• Provide administration support when required to discipline department.

About the role

Responsibilities
<ul style="list-style-type: none">• Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies.• Ensure the Association has a planned approach to youth engagement and demonstrates it can communicate in a child-friendly manner with under-18s.• Awareness of safeguarding recruitment policy to ensure that staff and volunteers deployed by the Association are suitable for their roles and uphold the values and behaviours of the Association and that it is applied to new appointments• Provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Learning, FA Events, Whole Game System, Matchday app and Full-Time).• Use national and local customer insight to drive delivery of the Association Business Strategy.• Provide support regarding the execution of County Cup Finals.• To provide support where required to other Football Service Officers.• Responsible for the management of the Devon FA 3G facility at identified evenings.• Execute tasks as required to meet the Devon FA's changing priorities.• Assist Discipline officer with necessary administration tasks and investigations.• Assist with all disciplinary processes to ensure cases are handled fairly, transparently and in compliance with FA regulations.

About the role

Responsibilities
<div><div>Safeguarding</div><div><ul style="list-style-type: none">• Contribute to ensuring safeguarding and equality are embedded throughout Devon and grassroots football.• Risk-asses Devon events and activity for under-18s and where the Devon County FA directly employs or deploys under 18 referees, coaches, and volunteers to ensure appropriate safeguards are in place.• Listen to and consult where appropriate with under-18s on their experiences of grassroots football as part of the Devon FA youth engagement strategy.• Support messaging so that under-18s and adults at risk in youth and open age adult grassroots football know how to report concerns about wellbeing.• Ensure the association 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.</div></div>

Job Description and Person Specification

Person Specification	
Qualifications	
<p>Essential</p> <ul style="list-style-type: none">• A qualification in marketing or relevant experience.• Educated to A Level or equivalent.	<p>Desirable</p> <ul style="list-style-type: none">• A degree level qualification or equivalent experience.

Knowlegde & Experience	
<p>Essential</p> <ul style="list-style-type: none">• Practical experience of marketing via all digital and traditional channels.• Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding-• Knowledge of the structure and partner organisations within football both nationally and within the County FA locality-	<p>Desirable</p> <ul style="list-style-type: none">• Knowledge of The FA's National Game Strategy,• Knowledge and understanding of working with volunteers,

Job Description and Person Specification

Skills	
<h3>Essential</h3> <ul style="list-style-type: none">• Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes.• Project management skills and experience – to plan, set and achieve objectives to deadlines.• Excellent IT skills including the use of Microsoft Office applications.• 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.• Report-writing skills.• Ability to use data to monitor and evaluate programmes.• Influencing skills to champion change.• Capable of managing communications issues when they arise.	
<h3>Desirable</h3> <ul style="list-style-type: none">• Event organisation and management.• Practised at developing networks and relationships. with a variety of stakeholders in order to support the delivery of strategic priorities.• Capability to create multiple reports, budgets and plans.• Graphic design capability.• Experience of dealing with national and regional media.	

Full driving licence?	N/A
Enhanced DBS Check required?	YES

Safeguarding

Devon FA is committed to safeguarding children and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through The FA DBS process.

The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and the information provided.

Equality & Diversity

Devon FA promotes inclusion and diversity and welcomes applications from everyone. If you have any requirements in relation to the recruitment or interview process, please include details on the application form.

The form can be completed [here](#).

Application Process

Devon County FA is an equal opportunity employer that is committed to diversity and inclusion.

Devon County FA welcomes applications from our under-represented communities to ensure our company is representative of Devon's diverse football community. All applications will be anonymised ahead of being considered on merit for short listing.

How to apply?

To apply for the role, please send a up to date CV and covering letter highlighting your motivation for the position and indicating how your skills and experience meet the criteria for the role to dawn.rainbow@devonfa.com by 9am on **Monday 3rd June 2024**.

Please note that no applications will be accepted after this date.

All applicants are requested to complete an anonymous Equal Opportunities Form which can be accessed [here](#).

Closing date for all applications is 9am on **Monday 3rd June 2024**.

Selection Process

Shortlisted applicants will be contacted by **9th June 2024**. Due to the number of expected applications for the position, if you have not heard from us by this date, please accept that your application has been unsuccessful.

Interviews will be held on w/c **17th June 2024**.

If you have any queries or questions regarding the role please contact Chris French, Chief Executive Officer at chris.french@devonfa.com.

