

# APPLICATION PACK

**FOOTBALL SERVICES OFFICER  
MEDIA & PARTNERSHIPS  
AT DEVON COUNTY FA**





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# Who are Devon County FA?



Founded in 1888, Devon County Football Association is the governing body for football in the County.

We work with the FA to deliver the national game strategy in our county, in line with our vision of enhancing lives through football in Devon. We have developed a three year strategy (2021 to 2024) which outlines our plan and priorities for the next three years, up to 2024. We hope working together with members of the grassroots game and partners, that we can together deliver a strategy that everyone is proud of.

Our role is to unite and serve Devon football to provide an inclusive and enjoyable experience for all. We want to work in partnership with a variety of stakeholders and partners to promote the benefits of football, improve facilities where football is played and make a positive impact of the community of Devon.

With over 400 clubs, 1,600 teams, 35,000 players and 500 referees, Devon County FA is responsible for providing a robust support structure that enables everyone involved with the game to participate in a safe and enjoyable environment.

The County FA workforce is divided into two sections, Football Development and Football Services.

The Football Development team's main role is to increase participation and standards across the County in all aspects of football. Our friendly, vibrant and knowledgeable Development team are on hand to offer their support to grow the game in Devon. The Football Services department are here to oversee the rules, regulations and sanctions to provide a safe and structured environment for all our clubs, leagues, referees, players and volunteers.

We operate within a high performing organisation and as we deliver our current business strategy and begin to develop our next three year strategy, this is an exciting time to join the team that leads the way for football in Devon.

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

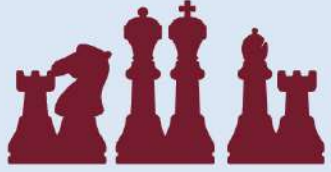


# DEVON COUNTY FA

## STRATEGY 2021 – 2024



**OUR VISION** - ENHANCING LIVES THROUGH FOOTBALL IN DEVON



**OUR ROLE** - UNITE & SERVE DEVON FOOTBALL TO PROVIDE AN INCLUSIVE & ENJOYABLE EXPERIENCE FOR ALL

### WHAT DO WE WANT TO DO?

ENSURE DEVON FA IS SAFE, INCLUSIVE AND DIVERSE

DEVELOP A SUSTAINABLE AND FINANCIALLY SECURE CFA TO SUPPORT FOOTBALL IN DEVON

RESTART FOOTBALL FOLLOWING THE PANDEMIC, SUSTAIN AND INCREASE PARTICIPATION FOR ALL FORMATS

RETAIN, ENHANCE AND DEVELOP NEW FACILITIES IN DEVON

INCREASE & DEVELOP THE WORKFORCE SUPPORTING DEVON FOOTBALL

IMPROVE THE IMAGE OF DEVON FA AND IT'S IMPACT/ AND SUPPORT FOR ALL FOOTBALL IN DEVON

### HOW ARE WE GOING TO DO IT?



PHYSICAL HEALTH

MENTAL HEALTH

COMMUNITY ENGAGEMENT

INVESTMENT GROWTH

HEALTH & WELLBEING

DEVELOP A STRONGER WORKFORCE



WORK IN COLLABORATION



THINK OUTSIDE THE BOX



LOCAL PLACED INTERVENTION & PLANNING



OUR VALUES



# Role, Description & Specification

We are seeking to recruit a driven, focused and motivated individual as our new Football Services Officer, responsible for Media and Partnerships.

The position of Football Services Officer (Media & Partnerships) will be integral to the promotion of football across all formats of the game in Devon. The officer will be the key driver in the reward and recognition programme for everyone involved in football in the County.

We are looking for a person with enthusiasm, energy and a passion for sport who can engage with stakeholders and lead the Association's marketing and communications services to clubs, coaches, referees and football volunteers.

To apply you need to be of graduate calibre, have experience in media production with an understanding of grassroots sport and football.

Candidates must be able to work under pressure, handle multiple priorities and meet deadlines 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.

<b>Job Title</b>	Football Services Officer - Media and Partnerships
<b>Reports To</b>	Football Services Manager
<b>Location</b>	Devon County FA, Coach Road, Newton Abbot, TQ12 1EJ
<b>Hours</b>	36.25 hours per week, including evenings
<b>Closing Date</b>	Friday 8th September
<b>Contract Type</b>	Permanent, following probation period (3 months)
<b>Salary</b>	£24,000



# 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





# Job Description and Person Specification

## Job

### Purpose

- **To support delivery of The FA National Game Strategy and the Devon FA's Business Strategy.**
- **Manage & Co-ordinate media team for events & information broadcasts.**
- **To enhance the image, profile and reputation of the Devon FA.**
- **Deliver a comprehensive reward and recognition programme.**
- **Manage Devon FA partnerships**
- **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.**



# Job Description and Person Specification

## Responsibilities

### Media

- Recruit and manage members to act as part of a media team for County Cup Finals.
- Organise & execute media coverage for County Cup finals & information broadcasts on the County FA's social media platforms.
- Creation of digital media content for Marketing of Devon FA
- Manage the live broadcasts of all County Cup Finals
- Provide local media support to dedicated FA campaigns.
- Oversee the County's media platforms (You Tube, Tik Tok and Instagram) and social media accounts, ensuring they remain a central resource for the dissemination of information to all stakeholders.
- Co-ordinate the publication of the County's media material.
- Expertly and effectively manage incoming media requests.
- Proactively protect and promote the reputation of the County's within the media.
- Provide media support and advice to clubs and leagues.
- Review the County's branding and visual imagery ensuring consistency across all media.
- Maintain a picture and video library and a record of all published articles.
- Undertake relevant market research to identify progress and highlight areas for priority action.
- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies.

### Partnerships

- Manage ongoing commercial partnerships to ensure mutual expectations are delivered.
- Manage all coverage of sponsors via the County FA media channels
- Creation of digital media content for Sponsors
- Work with Commercial Consultant to ensure sponsors contracts are met and renewed annually



# Job Description and Person Specification

## Responsibilities

### Safeguarding

- Risk-assess all Devon FA events and activity for under-18s and where the Devon directly employs or deploys under 18 referees, coaches and volunteers to ensure that appropriate safeguards are in place.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the Devon youth engagement strategy.
- Utilise the feedback from under-18s and adults at risk to enhance the experience and fun and safety in grassroots football.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Devon FA and grassroots football.
- Collaborate with the Designated Safeguarding Officer in all matters involving under-18s and adults at risk within female football development programmes.
- 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 that grassroots football is inclusive, diverse and reflective of local communities.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Devon FA and grassroots football.

### Reward & Recognition

- Develop and deliver a comprehensive reward and recognition programme for the whole of the grassroots game in Devon
- Provide a marketing strategy to promote the support the reward and recognition programme
- Manage the Association annual awards' events
- Undertake research within stakeholders to increase recognition across these organisations



# Job Description and Person Specification

## Responsibilities

### General

- 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).
- To provide support where required to other Football Service Officers.
- Use national and local customer insight to drive delivery of the Association Business Strategy.
- Undertake relevant market research to identify progress and highlight priority action.
- 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.



# Job Description and Person Specification

Person Specification	
Qualifications	
<p><b>Essential</b></p> <ul style="list-style-type: none"><li>• GCSEs in Mathematics and English at Grade C or above (or equivalent).</li></ul>	<p><b>Desirable</b></p> <ul style="list-style-type: none"><li>• A qualification in business administration.</li></ul>
Knowledge & Experience	
<p><b>Essential</b></p> <ul style="list-style-type: none"><li>• Practical experience of marketing via all digital and traditional channels.</li><li>• Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding.</li><li>• Knowledge of the structure and partner organisations within football both nationally and within the County FA locality</li></ul>	<p><b>Desirable</b></p> <ul style="list-style-type: none"><li>• Knowledge of The FA's National Game Strategy,</li><li>• Knowledge and understanding of working with volunteers,</li></ul>



# Job Description and Person Specification

## Skills

### Essential

- Ability to work independently and as part of a team.
- Excellent organisational skills and the ability to prioritise workload effectively.
- Excellent problem-solving and decision-making skills.
- Ability to communicate effectively and in a manner appropriate to the audience.
- Commitment to delivering exceptional standards of customer service.
- Ability to use Microsoft Office effectively (Word, Excel, Power Point).
- Attention to detail and an ability to manage accurate recording and reporting of information.

### Desirable

- Event management skills.
- 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?

YES

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 & Selection 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 an 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](mailto:dawn.rainbow@devonfa.com) by Friday 8th September 2023.

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 **Friday 8th September 2023**.

Shortlisted applicants will be contacted by **18th September 2023**. 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 **Tuesday 26th September 2023**.

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



