

FACILITIES, MARKETING & COMMUNICATIONS OFFICER

RECRUITMENT PACK



**DURHAM COUNTY
FOOTBALL
ASSOCIATION
LIMITED**



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WHO ARE DURHAM COUNTY FA?

We are the home of grassroots football from South of the River Tyne to North of the River Tees and across to the Cumberland borders and we are committed to providing football **FOR ALL**.

A passionate, inspiring and professional organisation, Durham County FA is the home of grassroots football within our boundaries.

We are the guardian of the national game in our area.

We are responsible for efficiently governing and developing the local game and strive to positively influence participation for all in football regardless of age, ability, sex, sexual orientation, race, religion and socio-economic status. Often described as grassroots football, participation in the non-professional game continues to thrive in our area which is steeped in football tradition and history across all levels of the game.

***“FOR A BETTER GRASSROOTS GAME
WITHIN DURHAM COUNTY FA
BOUNDARIES”***



INDIVIDUAL ROLE PROFILE

FACILITIES, MARKETING & COMMUNICATIONS OFFICER

Commitment:

This is a full-time role with Durham County FA working 35 hours per week - working at the Durham County FA Offices, Riverside South, Chester le Street, DH3 3QR.

Durham County FA are an equal opportunities employer and actively encourage people from diverse backgrounds to apply.

Role Title: Facilities, Marketing & Communications Officer

Reports to: CEO

Role Purpose:

We require a Development Officer to work three days a week on Facilities and two days a week on Marketing and Communications.

Facilities:

Durham County FA has played an important role in strategically planning, developing and delivering facilities for grassroots football since The FA, The Premier League, Sport England and Government formed the Football Foundation in 2000. To date we have secured significant investment to improve grassroots football facilities for players, clubs, leagues and other football facility providers in our County.

The National Football Facilities Strategy sets out clearly to improve the following types of facilities:

- **Grass Pitch**
- **3G Football Turf Pitches**
- **Changing Rooms and Pavilions**
- **Small-sided Spaces.**

Communications and Marketing:

The Communications and Marketing Officer will be responsible for delivering a high quality communications service across a range of platforms. Working with the Football Division and Development Department, you would be responsible for ensuring communications and marketing activity drives member, stakeholder and partner engagement.

Be responsible for all marketing strategies and activities within the company, provide direction and feedback on major projects.

We are looking for someone who is passionate and understands grassroots football, has the ability to help club volunteers to shape their ideas and be in a position to advise on Facilities plus Marketing and Communication opportunities.



RESPONSIBILITIES

FACILITIES

- Support delivery of all activities that ensure every affiliated football fixture is played on a 'good' quality pitch including the use of PitchPower and the Hive Groundskeepers Community.
- Track the quantity and quality of football pitches and ground locations for affiliated fixtures.
- Ensure that the outcomes of each facility project are aligned to the Football Foundation measurement framework and the FA's Grassroots Football Strategy.
- Activate grass pitch and smaller projects from Local Football Facility Plans to generate enough demand and deliver against Football Foundation spend targets.
- Support the delivery of support days to each Football Foundation applicant around the Grass Pitch Improvement Programme and Small Grants Programme.
- Support applicants to develop their football development plans to enable them to apply successfully for funding.
- Oversee a database of local funding sources that clubs and leagues can apply for funding from.
- Oversee the support days to monitor and evaluate previously-funded Football Foundation projects and provide guidance to ensure they are successful.
- Develop collaborative working partnerships with local authorities, clubs, leagues, schools and other facility providers.
- Provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Events, Whole Game System, Club Portal Matchday app and Full-Time).
- Promote The FA technical guidance documents to local authorities, clubs, leagues, schools and other facility providers.
- Collaborate with the Designated Safeguarding Officer in all matters involving under-18s and adults at risk within all facility and investment projects.
- Ensure contract agreements are in place with all contractors (facility hire, consultants etc.) and that these outline the requisite safeguarding responsibilities and accountabilities for all parties.
- Execute additional tasks as required to meet Durham County FA's changing priorities.

MARKETING & COMMUNICATIONS

- This position will be responsible for developing, managing and maintaining the County FA website ensuring that it remains a central resource for the dissemination of information.
- To increase awareness of the CFA on a local, regional and national basis and to develop the positive brand perception
- To be responsible for all communications and branded marketing collateral, including the publication of the CFA e-newsletter and County Cup/Representative Football programmes
- To develop, manage and maintain the CFA website ensuring that it remains a central resource for the dissemination of information to all stakeholders
- To manage the relationship between the CFA and local media and to obtain positive media coverage for the CFA through PR and promotional campaigns as necessary
- To provide marketing support and advice to our grassroots clubs and leagues
- To develop a social media strategy to help increase followers and engagement rates across all CFA social channels
- To ensure internal communications across the CFA are maintained to a high standard at all times, providing all CFA staff with regular information regarding all key projects and news
- Use data/insight tools to know the audience you're targeting, ensuring appropriate communication channels are used
- Maintain a media library of all CFA activities and events
- Execute additional tasks as required in order to meet CFA's changing priorities
- Ensure that the CFA effectively implement and maintain The FA's Safeguarding 365 Standard for Football

APPLICATION PROCESS



To apply, please complete the following application form and equality and diversity monitoring form.

Please make sure to review the recruitment pack in full before completing your application form. If for any reason you are unable to access or complete the application form, please contact Kerry.Topping@DurhamFA.com to discuss.

If shortlisted, you will be invited to attend an interview for the role. The interview will be arranged to take place at the offices of Durham County FA.

Durham County FA is committed to equality, diversity, and inclusion. Striving to be fully representative of the community it serves by ensuring that all job applicants, third-party partners, and members of staff are treated equally, without discrimination because of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability, or age.

Facilities, Marketing & Communications are at the Heart of What we do!

Durham County FA is committed to ensuring that Facilities, Marketing & Communications are accessible to all within the County.

To be successful in this role you will be required to ensure that you are committed to completing any training that is deemed a requirement by Durham County FA or The FA.

KEY INFORMATION:

- **The closing date for applications is noon on Friday 16th February 2024**
- **The date for interviews will be Friday 23rd February 2024**
- **Start date expected Monday 25th March 2024 or sooner**

Salary: £26,000 to £28,000 per year

Hours: 35 hours per week

Location: Durham County FA, Riverside South, Chester le Street, DH3 3QR

The successful candidate will be subject to a six-month probationary period.



PERSON SPECIFICATION QUALIFICATIONS

ESSENTIAL SKILLS: (Required to fulfil the role):

- Ability to work strategically with partner organisations across different sectors to plan and deliver football facility 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.
- Experience of marketing and communications
- Experience of multi-platform marketing campaigns
- Experience of working with key stakeholders
- Excellent writing and presentation skills
- Experience with digital marketing: email, website and social media management

KNOWLEDGE & EXPERIENCE:

- Practical experience of sports / football / facility development.
- Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding.
- Knowledge of the structure and partner organisations within football, nationally and within the County FA locality.

DESIRABLE SKILLS (Beneficial, but can be learnt in role):

Practised at developing networks and relationships with a variety of stakeholders in order to support the delivery of strategic priorities.

- Previous experience of developing capital sports projects.
- Previous experience of successfully applying for funding for a project.
- Previous experience of advising or guiding on a project in a team environment.
- Capability to create multiple reports, budgets and plans
- Experience of marketing in the sports/football industry
- Knowledge of brand management
- Experience of working alongside partner organisations
- Customer Excellence
- Ability to undertake and utilise research, as required
- Understanding of Google Analytics
- Use of Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier Pro, etc.)
- Full drivers' licence and access to own vehicle

KNOWLEDGE & EXPERIENCE:

- Knowledge of The FA's Grassroots Football Strategy and the National Facility Strategy
- Experience of project management.
- Experience of utilising mapping programmes to support strategic and logistical planning.
- Knowledge and understanding of working with volunteers.

APPLICATION FORM



FACILITIES, MARKETING & COMMUNICATIONS OFFICER

Please return this completed application form and completed equality monitoring form to Kerry.Topping@DurhamFA.com no later than noon on Friday 16TH February 2024. Applications can also be made by post.

Postal applications are to be addressed; Strictly Private and Confidential, 'Facilities, Marketing & Communications Officer application', Durham County FA, Riverside South, Chester le Street, County Durham, DH3 3QR.

Your application can be accompanied by a CV if you wish. The decision to invite you to attend for interview will be based on the information you provide on this form. Durham County FA is an Equal Opportunities Employer.

Title	
First Name(s)	
Last Name(s)	

Street Address	
City	
County	
Post Code	

FA Number (if known)	
Email Address	
Phone Number	

Do you have a full current driving licence?

YES NO *(delete as appropriate)*

Do you have access to your own personal transport?

YES NO *(delete as appropriate)*

Do you currently have an in-date FA Enhanced Criminal Records Check?

YES NO *(delete as appropriate)*

An up to date and accepted FA Enhanced Criminal Records Check will be required before starting this role

Do you have any offences which are currently unspent under the Rehabilitation of Offenders Act 1974? (You do not need to declare anything that is deemed 'spent')

YES NO *(delete as appropriate)*



EDUCATION & TRAINING

Please provide details of your education, qualifications, and training that you have completed or are currently undertaking.

Dates	Place of Learning	Course or Qualification	Grade

EMPLOYMENT & VOLUNTEERING

Starting with your present or most recent job, please give a summary of all employment, including any freelance and relevant unpaid / voluntary work.

Dates	Employers Name	Job Title	Key Responsibilities/Achievements

INTERESTS, HOBBIES & LIVED EXPERIENCE

Please tell us about any interests, regular hobbies, lived experience you have that complement the skills and knowledge required in this role.

Interest / Hobby / Lived Experience	How does this support your application?

MEMBERSHIP OF PROFESSIONAL BODIES

Please list any professional bodies that you are a member of.

Membership Bodies	Membership Type



HOW I MEET THE REQUIREMENTS

FACILITIES, MARKETING & COMMUNICATIONS OFFICER

Please explain why you think you are well suited to meet the purpose of this role. (5000 characters)

(Please make sure to include any specific knowledge, paid work, voluntary work, or lived experience that demonstrates your skills relevant to this role.)



Please detail your levels of experience in managing facility projects and investment applications (2500 characters)

Please describe your experience of working with relevant partners and organisations that you feel would be beneficial to the role. (2500 characters)

Please explain your experience writing executive/board reports, and your ability to use data and insight to drive tactical plans? (2500 characters)



DURHAM COUNTY FA VALUES ARE:

PRIDE In what we do, why we do it and who we represent.

HONESTY In our actions and our intentions

INTEGRITY In our approach and consistent in our decisions

PROFESSIONAL In our manner, on what we deliver and how we want to be perceived

How do you meet these values of Durham County FA?

Durham County FA's culture and organisational structure is built on the four principal core values. Please provide evidential information and experiences of how you best demonstrate Durham County FA's four core values.



ADDITIONAL INFORMATION

Durham County FA are committed to equality, diversity, and inclusion. Under the Equality Act 2010, Durham County FA are happy to complete any reasonable adjustments required by applicants with additional needs.

Please detail any adjustments you require to be made if you are invited to interview.

If your application is successful, what notice period would you have to provide your current employer?

Do you currently have any holidays planned and if so what are the dates?



REFERENCES

Please provide details of two referees below. Personal references are accepted when no professional or academic reference is available.

	First Referee	Second Referee
Name		
Address		
Postcode		
Phone		
Email		
Relationship to you		

Declaration

I give my consent to the storage of personal data contained within this form for the purposes only of this application process. I can confirm and declare that the information provided on this form, to the best of my knowledge is complete, accurate and not misleading.

SIGNATURE

DATE

The closing date for applications is noon on **Friday 16TH February 2024**

To apply please email a completed application form and covering letter marked:
'Facilities, Marketing And Communications Officer Application' to
Kerry.Topping@DurhamFA.com or post to Durham County FA, Riverside South, Chester le Street,
County Durham, DH3 3QR, marked 'Private & Confidential' 'Facilities, Marketing And
Communications Officer Application'



EQUALITY AND DIVERSITY MONITORING FORM

Durham County Football Association Limited wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

The organisation needs your help and co-operation to enable it to do this but filling in this form is voluntary.

Please be assured that any information disclosed on this form will not be shared with the recruitment panel for the role you are applying for and will be used only by the Equality and Diversity Lead Officer to store and process anonymised diversity data for the purpose of ensuring equality of opportunity.

Gender Man ☐ Woman ☐ Intersex ☐ Non-binary ☐ Prefer not to say ☐

If you prefer to use your own term, please specify here:

Are you married or in a civil partnership? Yes ☐ No ☐ Prefer not to say ☐

Age 16-24 ☐ 25-29 ☐ 30-34 ☐ 35-39 ☐ 40-44 ☐ 45-49 ☐ 50-54 ☐
55-59 ☐ 60-64 ☐ 65+ ☐ Prefer not to say ☐

What is your ethnicity?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

White

English ☐ Welsh ☐ Scottish ☐ Northern Irish ☐ Irish ☐
British ☐ Gypsy or Irish Traveller ☐ Prefer not to say ☐

Any other white background, please write in:

Mixed/multiple ethnic groups

White and Black Caribbean ☐ White and Black African ☐ White and Asian ☐ Prefer not to say ☐

Any other mixed background, please write in:

Asian/Asian British

Indian ☐ Pakistani ☐ Bangladeshi ☐ Chinese ☐ Prefer not to say ☐

Any other Asian background, please write in:

Black/ African/ Caribbean/ Black British

African ☐ Caribbean ☐ Prefer not to say ☐

Any other Black/African/Caribbean background, please write in:

Other ethnic group

Arab ☐ Prefer not to say ☐

Any other ethnic group, please write in:



Do you consider yourself to have a disability or health condition?

Yes ☐ No ☐ Prefer not to say ☐

What is the effect or impact of your disability or health condition on your ability to give your best at work?

Please write in here:

The information in this form is for monitoring purposes only. If you believe you need a 'reasonable adjustment', then please discuss this with your manager, or the manager running the recruitment process if you are a job applicant.

What is your sexual orientation?

Heterosexual ☐ Gay ☐ Lesbian ☐ Bisexual ☐

Prefer not to say ☐

If you prefer to use your own term, please specify here:

What is your religion or belief?

No religion or belief ☐ Buddhist ☐ Christian ☐ Hindu ☐ Jewish ☐

Muslim ☐ Sikh ☐ Prefer not to say ☐

If other religion or belief, please write in:

What is your current working pattern?

Full-time ☐ Part-time ☐ Prefer not to say ☐

What is your flexible working arrangement?

None ☐ Flexitime ☐ Staggered hours ☐ Term-time hours ☐

Annualised hours ☐ Job-share ☐ Flexible shifts ☐ Compressed hours ☐

Homeworking ☐ Prefer not to say ☐

If other, please write in:

Do you have caring responsibilities? If yes, please tick all that apply

None ☐ Primary carer of a child/children (under 18) ☐

Primary carer of disabled child/children ☐

Primary carer of disabled adult (18 and over) ☐ Primary carer of older person ☐

Secondary carer (another person carries out the main caring role) ☐

Prefer not to say ☐