



NORFOLK COUNTY FA CAREERS

WORKING TOGETHER TO SUPPORT
#NORFOLKFOOTBALL

MARKETING COORDINATOR

DEPARTMENT	Marketing & Communications
REPORTS TO	Marketing & Communications Officer
LOCATION	The FDC, Clover Hill Road, Norwich, NR5 9ED
CONTRACT TYPE	8 hours per week FTC until Sunday 30 June 2024
SALARY	£11.44 per hour
CLOSING DATE	09/02/2024

APPLY

EQUALITY & DIVERSITY FORM



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FOOTBALL DEVELOPMENT CENTRE

OUR ORGANISATION

Norfolk County FA is the not-for-profit, governing body of football in Norfolk. Founded in 1881, it governs, regulates and develops grassroots football across the County, sitting under the umbrella of The FA.

We oversee 12 leagues, 270 clubs and over 1500 teams, with over 25,000 participants of all ages playing football each week. Thousands more people of all demographics are involved in the local game via coaching, refereeing, and volunteering.

We manage 14 County Cup Competitions each season, oversee match official recruitment and appointments, and operate 2 state-of-the-art football facilities known as our Football Development Centres (FDC's). Our flagship venue is The FDC in Norwich which boasts the newly developed Harrod Sport Arena as well as multiple small-sided 3G pitches, along with a fully licensed bar and café.

We pride ourselves in being one of the most forward-thinking County FA's in the Country:
[Norfolk Football – A strategy for everyone.](#)



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WORKING FOR US

We believe that Norfolk FA is a great place to work.

We are proud of our positive culture, innovation, and one team ethos as a workforce. Every member of staff has a part to play in the development of #NorfolkFootball, and together we can change lives within the local communities around the County.

We offer flexible working hours where possible, Nike teamwear kit, employee perks and benefits designed by our staff well-being working group, professional development and training opportunities, and great progression pathways across the staff structure.

Employees can be based across our two Football Development Centres, or within the new County Headquarters Office located on the grounds of The FDC in Norwich. Where appropriate, staff have the ability to work across multiple venues.



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THE ROLE

- To support delivery of The FA Grassroots Football Strategy and the Norfolk FA Business Strategy.
- To lead the development, implementation and review of the Norfolk FA marketing and communications functions.
- To enhance the image, profile, and reputation of Norfolk FA.
- 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.



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KEY RESPONSIBILITIES

- Provide marketing support to dedicated Norfolk FA and FA campaigns.
- Assist with the implementation of a digital marketing strategy utilising the Association's range of social media platforms to further engage with the Norfolk Football community and beyond.
- Support the editing and population of the Norfolk FA website, social media channels and other digital platforms.
- Work with internal and external staff to develop content for population across the Association's social media accounts including channels falling under the Norfolk FA umbrella E.g., Norfolk FA County Cups, Norfolk FA Veterans League, Norfolk FA Youth Council
- Assist with the sourcing and outsourcing of digital and physical marketing materials in relation to the promotion of initiatives, programmes, and events.
- Create engaging and tailored copy for communications across all channels including email, press, website, and various social platforms.
- Support the promotion of all FDC activities and County 5IVES provision.
- Assist with the consistent reviewing of Norfolk FA branding and visual imagery to ensure consistency across all media.
- Support the execution of public events, particularly Norfolk County Cup finals.
- Assist with FA and Norfolk FA customer excellence programmes.
- 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
- 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.
- Assist in ensuring Norfolk FA 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.
- Support the County FA in communicating its commitment to equality and diversity via regular updates surrounding inclusion, internal audits of imagery, and an increased focus on content accessibility.
- Contribute to ensuring that safeguarding and equality are embedded throughout Norfolk FA and grassroots football.
- Execute tasks as required to meet Norfolk FA's changing priorities.



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PERSON SPECIFICATION

EDUCATION / QUALIFICATIONS / TRAINING

ESSENTIAL

- Educated to A Level or equivalent

DESIRABLE

- A qualification in marketing or equivalent experience.
- Educated to degree level or equivalent.

SKILLS

- Project management skills and experience. – to plan, set and achieve objectives to deadlines.
- Ability to react quickly and meet changing expectations according to the Association's priorities.
- Excellent writing skills with the ability to use a broad range of vocabulary & accurate grammar.
- Excellent IT skills including the use of Microsoft Office applications.
- Ability to work independently and as part of a team.
- Experience using photography and video equipment.
- Excellent time management and prioritisation skills.
- Excellent problem-solving and decision-making skills.
- Great communication and presentation skills
- Exceptional customer service.
- A creative flare with the ability to think outside the box and propose new ideas.
- Event organisation and management.
- Graphic design experience.
- Video editing experience and competent use of Final Cut Pro software.
- Experience with website editing and coding.
- Confidence in conducting journalistic interviews for print and video.
- Experience of dealing with national and regional media.
- Budget management skills.
- Report-writing skills.
- Ability to use data to monitor and evaluate programmes.
- Influencing skills to champion change.
- Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes.





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KNOWLEDGE AND EXPERIENCE

- Practical experience of marketing via all digital and traditional channels.
- Experience using different forms of social media and other digital platforms.
- Ability to use photography and video equipment to create digital content internally.
- Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding.
- Interest and passion in football
- Knowledge of The FA's National Game Strategy
- Knowledge of The County FA's Business Strategy
- Experience in a football setting
- Knowledge of Norfolk County FA's DNA
- Knowledge of the structure and partner organisations within football both nationally and within the County FA locality.

ENHANCED DBS CHECK REQUIRED?

Yes, with a check of relevant barred lists



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NORFOLK FA DNA

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

DNA

BEHAVIOURS

INCLUSIVE

'Having inclusion at the heart of the way that we work and operate'

- Openly collaborates with colleagues, individuals, and partners in the game
- Provides equal opportunity to people of different backgrounds, experience, and perspective

EMPATHETIC

'Demonstrating empathy with colleagues, individuals, and partners that we work with'

- Considers the impact that decisions and views may have on other people's feelings
- Demonstrates a caring and supportive approach to the thoughts and feelings of other staff members

INNOVATIVE

'Continuously looking at new ways and ideas to ensure Norfolk Football moves forward'

- Seeks out and embraces new ways of thinking and working
- Utilises the resources available to achieve the best possible outcome

PASSIONATE

'Demonstrating an enthusiasm and drive to serve Norfolk Football'

- Focused on seeing agreed goals through to completion, taking pride in their work
- Works relentlessly to overcome roadblocks or obstacles to achieve goals

TRANSPARENT

'Offering total visibility and demonstrating integrity within everything we do'

- Provides open communication internally and externally, where appropriate
- Demonstrates accountability for actions and behaviours





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WORKING HOURS

Part-time – 8 Hours Per Week

Flexible and varied working hours in line with the operational needs of the Association and the Marketing & Communications Department. This could be within core working hours (Monday-Friday, 9am-5pm) or to support specific events / planned content capture outside of those hours.

FURTHER INFORMATION

If you have any questions regarding this role or any of the information enclosed within this job pack please email Brynmor.Hughes@NorfolkFA.com



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So, you want a career in football? Well now's your chance!

Work with a great group of people in an exciting and fast paced environment that has the development of the beautiful game at its core.

Make a difference and play your part in changing lives through the power of grassroots sport.

Join us!

APPLY



EQUALITY & DIVERSITY FORM



This job description is only a summary of the role as it currently exists and is not meant to be exhaustive. The responsibilities/accountabilities and skills/knowledge/experience/behaviours might differ from those outlined and other duties, as assigned, might be part of the job.

Norfolk County Football Association embraces the diversity of Norfolk Football and promotes equal opportunities for all. We welcome applications from all candidates regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex and religion or belief.

Norfolk County 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 information provided.



Norfolk County Football Association Ltd
Registered Office: Norfolk County FA, theFDC, Clover Hill Road, Norwich, NR5 9ED
Incorporation No: 3830562 England
To find out more about how we hold personal data, please read our Privacy Policy



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