



ABOUT SURREY FA



Founded in 1890, Surrey FA has a rich history with the beautiful game. Today, Surrey FA is one of the leading County FA's in the country and is a not-for-profit organisation with charitable status. This is an exciting time for us as we continue to transform our services and set about developing our new long-term strategy to 2030.

Surrey FA supports over 3,000 teams and 60,000 players, over 1,000 referees, and 5,000 coaches. We have a network of County Members providing expertise and diversity of voice to our Working Groups, a diverse and committed Board of Trustees, and 28 staff working across 15 Local Authorities. Surrey FA was also the first CFA to achieve Intermediate Equality Standard.

WHAT IS IT LIKE TO WORK FOR US?

Surrey FA is a great place to work. We are proud of our positive culture, staff well-being, and team working. We are collaborative. We support each other. The person is as important to us as the skills you can bring.

We value the benefits of partnership working to deliver better outcomes. And we are all passionate and committed to grassroots football and changing lives across our community.

We offer flexible working hours, a benefits programme designed by our staff and you'll be based in our newly built offices at Meadowbank Football Ground, overlooking the Surrey Hills in Dorking, Surrey.

www.surreyfa.com



surreyfa



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surreycountyfa



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE	Head of Marketing and Partnerships
REPORTS TO	Chief Executive Officer

JOB PURPOSE(S)

- To support the delivery of the Surrey FA's Business Strategy
- To lead, manage and develop the Surrey FA's marketing operations to deliver the strategy
- Identify new and maximise existing commercial brand and other partnership opportunities to generate additional revenue for reinvestment back into grassroots football
- To enhance the image, profile and reputation of the Surrey 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

DIRECT REPORTS	<ul style="list-style-type: none"> ● Marketing & Communications Assistant ● Marketing Intern
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LOCATION	Surrey FA HQ, Meadowbank Ground, Mill Lane, Dorking, RH4 with option for remote working. Additional travel to other locations and/or overnight stays as required
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WORKING HOURS	35 hours per week plus evenings and weekend working as required by business need
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CONTRACT TYPE	Permanent
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RESPONSIBILITIES

Marketing

- Maintain control over the image, profile, reputation and brand equity of the Surrey FA
- Develop and deliver the Surrey FA marketing strategy and manage the planning process ensuring effective measurement and monitoring of activities
- Develop and deliver a marketing strategy and manage the planning process and effectiveness to increase the profile and usage of the Surrey FA community facility at Meadowbank Ground, Dorking and other potential Surrey FA facilities
- Provide local marketing support to dedicated FA campaigns
- Oversee the Surrey FA website and social media accounts ensuring that they remain a central resource for the dissemination of information and engagement with all stakeholders
- Develop relationships with relevant media to ensure that there is regular positive coverage of the Surrey FA and its activities
- Work with colleagues, Board of Trustees and Working Groups to implement the Surrey FA strategy
- Provide marketing support and advice to clubs and leagues
- Review the Surrey FA branding and visual imagery ensuring consistency across all media
- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies
- Ensure the Surrey FA has a planned approach to youth engagement and demonstrates it can communicate in a child-friendly manner with under-18s
- Ensure that the Surrey FA effectively implement and maintain the FA's Safeguarding Operating Standard in football

Brand Partnerships

- Identify, approach and conclude brand partnership agreements with organisations in the local/regional business community, ensuring such agreement do not conflict with central FA partnerships
- Identify, approach and conclude partnership agreements with non-commercial organisations in the local regional community (e.g. mutually beneficial agreements with charities), ensuring such agreements do not conflict with central FA partnerships
- Ensure formal contracts are in place with all partners, whether commercial or non-commercial
- Manage new and existing commercial and non-commercial partnerships to ensure mutual expectations are delivered



- Ensure renewal negotiations are started well in advance of all agreements' expiry dates
- Use all reasonable endeavours to assist The FA in delivering its commercial partner programme in accordance with the reasonable instructions issued by The FA

General

- Listen to and consult with under-18s on their experiences of grassroots football as part of the Surrey FA youth engagement strategy
- Utilise the feedback from under-18s and adults at risk to enhance the experience and fun and safety in grassroots football
- Ensure the Surrey 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
- Awareness of the safer recruitment policy to ensure that staff and volunteers deployed by the Surrey FA are suitable for their roles and uphold the values and behaviours of the Surrey FA and that it is applied to new appointments
- Maintain a picture library that reflects diverse community groups and a record of all published articles
- Manage a programme Surrey FA events, particularly the County Cup finals maximising engagement and experience of stakeholders and commercial returns to reinvest in grassroots football
- Manage customer excellence programmes
- Provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Events, Whole Game System, Platform for Football, Matchday app and Full-Time)
- Undertake relevant market research to identify progress and highlight areas for priority action
- Manage the Surrey FA awards' programmes
- Use national and local customer insight to drive delivery of the Surrey FA Business Strategy
- Contribute to ensuring that safeguarding and equality are embedded throughout the Surrey FA and grassroots football
- Execute tasks as required to meet the Surrey FA changing priorities



PERSON SPECIFICATION

QUALIFICATIONS

Essential

- A degree level qualification or two years' marketing and/or sales or commercial partnership management experience

Desirable

- A formal marketing, business or related qualification
- ESA Sponsorship Training

SKILLS

- Strategic thinking and planning skills
- Self-motivated with excellent leadership skills and ability to build trust-based relationships
- Excellent internal and external stakeholder relations and customer service skills
- 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 within deadlines
- Ability to coach, develop and manage the performance of staff
- Exceptional communication, interpersonal and influencing skills
- Effective creative writing and presentation skills
- Effective prioritisation and time management skills
- Computer literate (Microsoft Office applications)
- Excellent problem-solving and decision-making skills
- Budget management skills
- Ability to use data to monitor and evaluate programmes

- Event management experience
- Experience of working with Boards and Committees
- Understanding of grassroots sport or football



KNOWLEDGE AND EXPERIENCE

Essential

- Practical experience of marketing via all digital and traditional channels
- Experience of securing, managing and developing commercial brand, charitable and stakeholder partnerships
- Knowledge of and commitment to equality, diversity and inclusion
- Experience of monitoring and evaluation of programmes and partnerships
- Knowledge and understanding of working with volunteers
- Experience of good people leadership practice

Desirable

- Knowledge of commercial value, rights and assets
- Experience of utilising mapping programmes to support strategic and logistical planning
- Knowledge of how the County FA operates in partnership with The FA
- Knowledge and understanding of The FA's National Game Strategy and how the County FA Business Plans support its delivery
- Knowledge of The FA's Safeguarding Operating Standard
- Knowledge of, and existing contacts within the local/regional business community
- Knowledge of, and existing contacts within the local/regional public sector and charity community
- Knowledge of, and existing contacts within the local/regional media sector

