



Sussex County Football Association

Marketing & Communications Officer

Recruitment Pack



Marketing & Communications Officer Vacancy

The Sussex County Football Association Limited is seeking to recruit a Marketing & Communications Officer to help raise the profile of the organisation and support the delivery of The FA Grassroots Football Strategy.

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. The successful applicant will also be responsible for the strategic co-ordination of all the County FA's social media channels. A full role profile can be found below.

To join the team and be successful, the individual must be able to demonstrate an understanding of the role on offer and how their expertise and experience will enable them to meet the essential and desirable criteria within the role. The interview panel must be convinced of the individual's passion, inspiration and professionalism for the role.

The successful applicant will report to the Marketing & Communications Manager and thereafter to the Chief Executive.

Applicants should have knowledge and experience of marketing and communications, be digitally savvy with a flair for social media, possess excellent writing and presentation skills and have a passion for football. The individual should also be able to work occasional evenings and weekends.

The Sussex County FA is committed to safeguarding children and adults at risk, and anyone working with us will be required to follow the Sussex County FA safeguarding policies.

What can the Sussex County FA offer?

- An exciting opportunity to join a forward thinking, progressive business
- An exciting opportunity to work with key stakeholders within the grassroots and professional game
- A commitment to empowered and supportive personal development
- Access to FA Cup Final and England tickets at Wembley Stadium
- Workplace Pension Scheme
- Additional leave after 5, 10 years' service
- Long Service Awards for 10, 15, 20 years' service
- Employee Assistance Programme
- Free Nike Staff Uniform every year
- Personal Development Budgets
- Additional time off over Christmas
- Health Scheme
- Personal Accident policy
- Flexible working hours

Hours of work are 35 hours worked flexibly across a week with occasional required evening and weekend working. The position will receive 20 days' annual leave as standard and a salary in the range of £21,000-£22,000 per annum, with a three-month probationary period.

If any questions arise about the role or clarity is required on the recruitment pack, please contact the Marketing & Communications Manager, Darren Ford via Darren.Ford@SussexFA.com or call 01903 753547 (#241).

Closing date for applications is 2:00pm on Wednesday 21 September 2022, with an interview date of Thursday 29 September 2022. Please note that we are unable to acknowledge receipt of applications.

Disability Confident

The Sussex County FA prides its-self on being an employer who are committed to supporting candidates with disabilities throughout our recruitment and selection process. We have a dedicated team to support any employee with a disability. If you require any reasonable adjustments to support your application, please do not hesitate to get in touch.

Equality Statement

The Sussex County believe that football belongs to, and should be enjoyed by, anyone who wants to participate in it. We are committed to promoting equality within the business in every aspect of its work and we encourage applicants from all backgrounds, cultures, beliefs, and experiences to apply for this role, regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnership.



Role Profile

Job Title:	Marketing & Communications Officer	Reports To:	Marketing & Communications Manager
Direct Reports:	None	Starting Salary:	£21,000 - £22,000 (dependent on experience)
Contract Type:	Permanent	Working Hours:	35 hours per week flexible working pattern
Location:	Minimum of two days per week in office at Sussex County FA Headquarters in Lancing		

Role Purpose:
<ul style="list-style-type: none"> To raise the profile of the CFA through marketing and communications To lead the development and implementation of the CFA Marketing & Communications Plan To support the delivery of The FA Grassroots Football Strategy and enhance the CFA's major priorities To assist with identifying and maximising partnership and sponsorship opportunities

Key Responsibilities:
<ul style="list-style-type: none"> 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 compliance with CFA's health and safety policies Ensure that the CFA effectively implement and maintain The FA's Safeguarding 365 Standard for Football An understanding and awareness of generic Equality law and of good practice within sports equality

CFA Values and Behaviours:
<ul style="list-style-type: none"> Progressive - We embrace new thinking in the pursuit of continuous improvement Innovation, Creative, Future thinking, Ground-breaking, Problem Solving, Challenge Respectful - We set the standards for respectful behaviour across the game Maintaining Standards, Role modelling, Respecting others' opinions and values Inclusive - We champion and ensure that football is and will remain a game for everyone Championing, Supporting, Including, Leading, Collaborative Determined - We are tenacious and accountable to each other in serving the whole game and doing the right thing Driven, Stamina, Tenacious, Focused, Resilient Excellent - The very best outcome can only be achieved by sustained excellence in performance Be the best you can be, striving for success, excelling, exceeding expectations

Essential Skills:	Desirable Skills:
<ul style="list-style-type: none"> Experience of marketing and communications Experience of multi-platform marketing campaigns Experience of working with key stakeholders Excellent writing and presentation skills Able to successfully network with key staff and contacts Excellent communication skills Experience with digital marketing: email, website and social media management Excellent administration and IT skills (Microsoft Office) 	<ul style="list-style-type: none"> 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



Application number: (Office use only)	
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Application Form

Applications can be accompanied by a Curriculum Vitae (CV). The decision to invite you to attend for interview will be based on the information you provide on this form. The Sussex County FA is an Equal Opportunities Employer.

Position applied for:

Personal details (please complete in BLOCK CAPITALS)

First Names: Surname:

Mr / Ms / Mrs or preferred title: Are you over the age of 18?

Preferred Pronouns: she/her/hers - he/him/his - they/them/theirs - or other:

Address:

Post Code: Email Address:

What is the best day and time to contact you?

What is the best number to contact you on?

Do you hold a full current driving licence?

Do you have an accepted FA DBS (Criminal Records Check)*

*If you do not hold an FA DBS, it may be a requirement for this to be completed before appointment.

Education and training

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

Dates	Details of School/College/Institution	Course or Qualification	Grade

(Please attach a continuation sheet if required)

Employment and volunteering history

Starting with your present or most recent job, please give a summary of all employment, including any freelance and relevant unpaid / voluntary work. Please include start and end dates for all positions held, the name of employer, nature of business, your job title and brief details of your responsibilities. Also include salary and benefits package. Important: Include any breaks in employment.

Dates	Employers name/nature of business	Job title	Key Responsibilities	Salary/Benefits

(Please attach a continuation sheet if required)

How do I meet the requirements of the role as Marketing & Communications Officer?

Please outline the skills and experience that you have which are appropriate to demonstrate your suitability for the advertised role and how you would meet the essential and desirable knowledge, experience and skills required. Please include any paid work, unpaid/voluntary work which is relevant to the role we are recruiting for. Please ensure you have read and fully understood the job advertisement and the role profile provided.

(Please attach a continuation sheet if required)

Names and address of referees

Please give the name and address of two reference providers, one of which should be your current employer, or when not currently employed, your last employer (where possible). References will only be taken up upon successful application. Please note: Appointment to the role will not be approved until suitable references have been obtained and approved.

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

Accessibility

Sussex County FA is committed to ensuring that all applicants can access the application and selection process for this role. Please details in the box below any adjustments you will require to be made to the selection process (including interviews) should your application be progressed to the next stage.

Additional Information

Do you require a work permit or are there any restrictions on your ability to work in the UK?

If yes, please give further details:

If your application is successful:

What notice period would you have to provide your current employer?

What annual salary would be looking to obtain?

£

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:

Please complete and return your application form before 2:00pm on Wednesday 21 September 2022.

Either email your completed application to Victoria.Windslow@SussexFA.com or post it to the following address:

Strictly Private & Confidential, Vicki Windslow, Marketing & Communications Officer Vacancy, Sussex County FA, Culver Road, Lancing, West Sussex, BN15 9AX.

DIVERSITY & INCLUSION DATA CAPTURE - SURVEY QUESTIONS

Sussex County FA is committed to Equality and Diversity and ensuring that it is fully representative of the community it serves. To assist us in monitoring the ethnicity of members, we would be grateful if you could complete the following survey form. All information detailed will be treated anonymously.

Which of the following best describes your ethnic origin?

Please select the one answer which best describes you

White

White British (English, Welsh, Scottish, Northern Irish)

White Irish

White Gypsy or Irish Traveller

Other White (please specify:)

Mixed

White and Black Caribbean

White and Black African

White and Asian

Other Mixed / Multi-ethnic background (please specify:)

Asian or Asian British

Indian

British Indian

Pakistani

British Pakistani

Bangladeshi

British Bangladeshi

Chinese

British Chinese

Other Asian/Chinese background (please specify:)

Black or Black British

Caribbean

British Caribbean

African

British African

Other Black background (please specify:)

Arab

British Arab (English, Welsh, Scottish, Irish)

Other Arab background (please specify:)

Other Ethnic Group (please specify:)

Would rather not say

Which of the following best describes your religious belief?

Please select one answer

No religion

Buddhism

Christianity

Hinduism

Islam

Jehovah Witnesses

Judaism

Mormonism

Sikhism

Prefer not to say

Other (please specify:)

What best describes your sexual orientation?

Please select one answer

Gay/Lesbian

Heterosexual/Straight

Bi

Pan

Prefer not to say

Not known

What best describes your gender identity?

Please select the responses that best describes you

- | | | | |
|--------------|--------------------------|--------------------------------------|--------------------------|
| Female/Woman | <input type="checkbox"/> | Prefer not to say | <input type="checkbox"/> |
| Male/Man | <input type="checkbox"/> | I use another term (please specify:) | <input type="checkbox"/> |
| Non-Binary | <input type="checkbox"/> | _____ | |
| Agender | <input type="checkbox"/> | | |

Do you have a trans history or does your gender differ from your sex assigned at birth?

Please select one answer

- | | |
|-------------------|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |
| Prefer not to say | <input type="checkbox"/> |

Do you have any long-term health conditions, impairments or illnesses that have a substantial effect on your ability to do normal daily activities?

This could include, for example, physical, sensory, learning, social, behavioural or mental health conditions or impairments. Long-term means that they have lasted, or are expected to last, 12 months or more.

- | | |
|-------------------|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |
| Don't know | <input type="checkbox"/> |
| Prefer not to say | <input type="checkbox"/> |

How old are you?

Please select one answer

- | | |
|-------------------|--------------------------|
| 16-17 | <input type="checkbox"/> |
| 18-24 | <input type="checkbox"/> |
| 25-34 | <input type="checkbox"/> |
| 35-44 | <input type="checkbox"/> |
| 45-54 | <input type="checkbox"/> |
| 55-64 | <input type="checkbox"/> |
| 65+ | <input type="checkbox"/> |
| Prefer not to say | <input type="checkbox"/> |