



RECRUITMENT PACK

Marketing and Communications Manager
February 2021





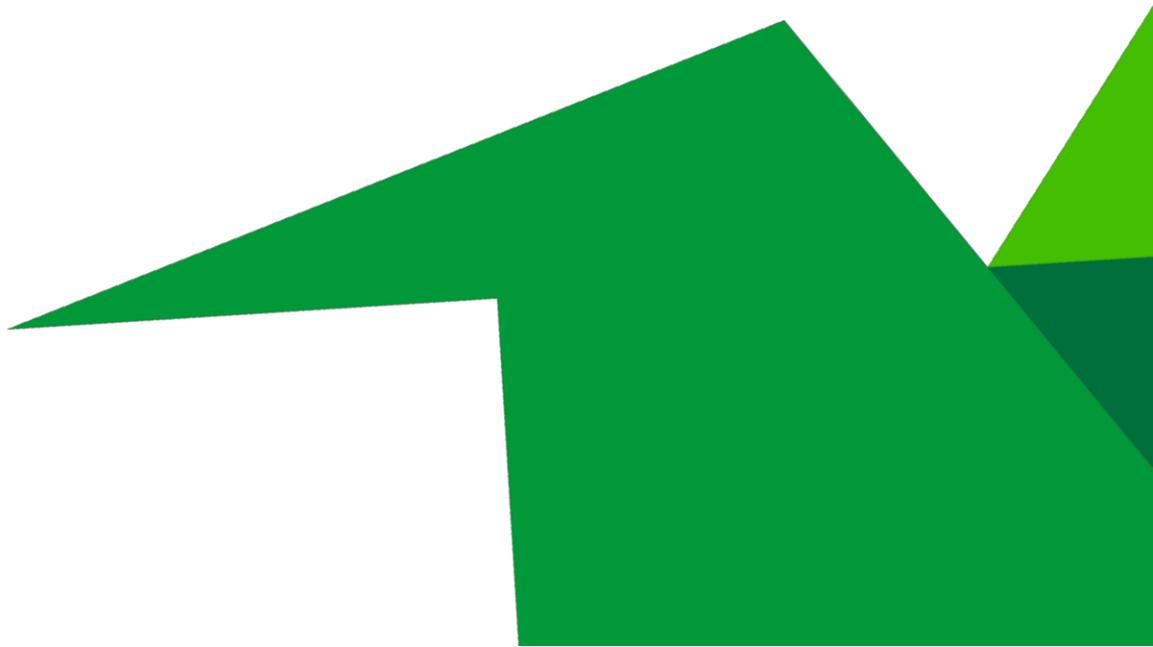
ABOUT THE FOOTBALL FOUNDATION

The Football Foundation is a UK registered charity (charity number 1079309) and company limited by guarantee (registration number 3876305). It was incorporated in November 1999 as The Football Trust Charitable Trust, changing its name to the Football Foundation (Foundation) in April 2000.

Funding is received from the very top of the professional game through the Premier League (PL) and The FA and from the Government, via Sport England (SE) – collectively known as our funding partners.

Our funding partners have agreed a National Football Facilities Strategy (NFFS), which prioritises the distribution of the capital funding that they provide. The Foundation is the responsible delivery partner for this funding. It then uses this money to leverage further partnership funding, to deliver a programme of new and improved community sports facilities in towns and cities across the country.

Since it was launched in 2000, the Foundation has delivered projects worth more than £1.4 billion, which has developed more than 700 third-generation (3G) artificial grass pitches (AGP) with floodlights, more than 1,000 modern changing pavilions, and helped to renovate and properly maintain thousands of natural turf football pitches up and down the country. These high quality, sustainable facilities are helping to improve the experience of those who play football for the love of doing so, to stay fit and healthy, and to help better players be as good as they can be by developing their potential.





PURPOSE OF THE ROLE

The Marketing and Communications Manager will be responsible for creating and implementing marketing and communications plans to promote the ambition, programmes and campaigns of the Football Foundation, driving reach, positive coverage and increased awareness of the investment and work of our funding partners.

The successful applicant will be able to juggle a diverse range of projects, managing campaigns, press and media relations, public affairs and general marketing and communications as part of a small but hard-working team.

This is an exciting opportunity for an experienced individual to use their professional experience and training to help improve lives and strengthen communities through grassroots football.

LOCATION

Football Foundation Office in Paddington, London (though you will temporarily be home-based during Covid-19).





RESPONSIBILITIES OF THE ROLE

Campaign Management

- Juggling a diverse range of projects.
- Providing strong project leadership, planning and coordinating a cross-functional project team and delivering to deadlines.
- Managing communications and creative agencies to deliver strong content and campaigns.
- Designing managing and delivering impactful integrated marketing and communications plans.
- Management of project budget, ensuring projects are delivered on time and resource allocated is managed effectively.

Press Office/Media Relations

- Expertly managing incoming media requests, delivering proactive PR opportunities, and calmly managing communications and crisis issues when they arise.
- Monitoring media, ensuring all journalists and FF mentions are logged with sentiment.
- Writing press releases, briefing documents etc.
- Very occasionally handling out-of-hours media support.

Public Affairs/Local Government Engagement

- Maintaining up-to-date knowledge on parliamentary events, key MPs and central and local government priorities.
- Drafting MP letters on behalf of FF.

Marketing & Communications

- Ensuring all activity drives recognition of Funding Partner investment.
- Responsible for roll-out of quarterly and monthly FF progress communications to Funding Partners, PL clubs, other football leagues and clubs, local government officials, stakeholders, media. This includes assessing stats, producing case studies, celebrating openings etc.

- Writing engaging content for FF marketing communications and assets in brand tone of voice.
- Working with the team to identify and deliver a pipeline of filmed, photographic and written case studies.
- Leading on the delivery of Annual Reviews.
- Delivering campaign evaluations.
Tracking and monitoring brand recognition and campaign success through trackers.
- Managing the FF Ambassador strategy.
- Managing site signage roll-out.
- Managing grants and events publicity.
- Acting as a brand guardian, ensuring all content in circulation is on brand, with correct logos and tone of voice.

Stakeholder Management and Team Playing

- Working as part of a team to deliver great work and being flexible and adaptable in achieving individual and team success.
- Helping support other areas of the FF Marcomms team when appropriate.
- Working as part of cross-FF project teams to deliver strategic projects.
- Developing and maintaining trusted working relationships with internal FF teams, Funding Partner contacts and other stakeholders.
- Building and maintaining industry contacts in order to meet FF strategic objectives.

Other Activity

- Undertaking any other reasonable management request, including duties as can be reasonably expected to ensure the smooth running and efficiency of the Marcomms team and wider organisation.
 - Carrying out duties and responsibilities of the post at all times in accordance with the Foundation's policies and principles.
 - Complying with data protection in all matters.
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QUALIFICATIONS

Essential:

Degree qualification or equivalent experience, preferably in Marketing, Media, Communications or Journalism.

KNOWLEDGE AND EXPERIENCE

Essential:

Extensive experience in a marketing or communications role.

Extensive experience planning and delivering marketing and communications campaigns and delivering excellent results; including writing agency briefs, reviewing work, and creating presentations with a strong creative instinct.

Excellent understanding of how to use marketing techniques to increase the visibility, profile, and reputation of an organisation.

Good experience of social media as part of marketing and communications plans.

Knowledgeable and up to date on industry trends.

Dealing with media, with a strong interest in the news and good media contacts.

Confidence in working with senior executives and talent.

Measuring the impact of marketing and communications and changing approach as a result of the findings.

Familiarity with data protection principles, particularly in the context of marketing and communications e.g. PECR (Privacy and Electronic Communications Regulations).

Desirable:

Knowledge of football, in particular the grassroots game.



SKILLS AND ABILITIES

1. Excellent executional operator with first class organisation and planning skills and the ability to adapt and respond to changing situations.
2. Accomplished writer and storyteller – able to identify and tell stories/narrative and pitch them appropriately to the relevant audience.
3. Strong attention to detail and excellent time management.
4. Excellent project management and project leadership; adept at handling multiple internal and external stakeholders.
5. The ability to build and maintain highly effective working relationships with a range of people (both internally and externally).
6. Excellent verbal and written communication with the ability to communicate clearly with a range of people.
7. An enthusiastic self-starter, proactive and adept at identifying and following-up opportunities and able to multi-task in a complex and demanding environment.
8. Great team player, proactive and driven with a commitment to working in a collegiate manner.
9. Strong creative judgement, with the ability to develop creative ideas and make them a reality.
10. Comfortable using data and research to generate insights to inform planning.
11. Enthusiastic, diplomatic, and calm under pressure.
12. Committed to self-development to support the growth of the business and requirements of the role.
13. Proficient in Microsoft Office packages, particularly Word, PowerPoint and Excel.
14. Flexible approach to working hours - there is an expectation that there will be occasional out of hours travel and external/internal events.



WHAT WILL THE FOUNDATION OFFER YOU?

The salary for this role ranges from £45,000 - £50,000 depending on relevant skills and experience. Appointments are generally at the stated minimum, but this will depend on qualifications and

You will initially be entitled to 25 days annual leave plus bank holidays. We also offer a generous pension scheme (8% employer contribution), free health care provision, a monthly gym subsidy, interest-free season ticket loan, death in service benefit and access to selected match tickets.

We are committed to helping our staff maintain a healthy work-life balance, so offer flexible working hours around core hours to help you achieve that.

PROBATION

Appointment is subject to satisfactory completion of a six-month probation.

INDUCTION

The Foundation offer a comprehensive induction process where you will learn about the culture of the Foundation and the way we work, as well as learning from your colleagues in the Marketing and Communications team about processes and practices.





EQUALITY AND DIVERSITY COMMITMENT

We request that all applicants **complete our equal opportunities form** as part of the application process. This anonymous and confidential form helps the Football Foundation to build up a picture of who is applying to join the organisation, and to monitor progress in this area. The link to complete this is in the application process.

The Football Foundation values diversity and is committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We are looking to develop a workforce that effectively represents the broad, diverse national constituency that we support, and which provides for the broadest range of opinions. Accordingly, we encourage candidates from all walks of life and backgrounds to apply if they meet the specified criteria.

Reasonable adjustment to the interview and application process can also be made for any candidates with a disability, please contact us at: jobs@footballfoundation.org.uk



APPLICATION PROCESS

To apply, please follow the steps outlined below:

1. Complete an anonymous Equal Opportunities form:
Please click [here](#) to fill it out.
2. Then please send the following to jobs@footballfoundation.org.uk
 - o CV
 - o Cover letter - please highlight briefly and clearly how your skills, abilities and experience equip you for the role, together with your reasons for applying.

The closing date for applications is:
11:59pm Sunday 21 February 2021.

Please submit your application as soon as possible, as the Foundation reserve the right to change the closing date of our vacancies.

Due to the volume of applications received for most roles, the Foundation only contacts candidates if they are shortlisted for interview. If you do not hear from us within two weeks of the closing date, you should assume your application has not been successful.

The Foundation aim to provide feedback to shortlisted candidates who are unsuccessful at interview. However, due to the volume of applications received for most roles, the Foundation will unfortunately not provide feedback to those candidates who are not shortlisted for interview.

SELECTION PROCESS

All applications received will be short listed against the role requirements and person specification. Those most closely matching our requirements will be invited to take part in an online interview.



CHECKS AND REFERENCES

If you are successful in your application, we will ask you to provide us with the contact details of two organisations that we can apply for an employment reference; one of which must be your current/most recent employer. Please be aware that the Foundation aim to have all references in place before new staff commence employment with us.

Under the Immigration, Asylum and Nationality Act 2006, you are required to provide evidence of your right to work in the UK. If called for an interview, you will be advised of the documents that you will need to provide, which, if you are offered employment, will be checked to ensure the Foundation complies with current legislation.

Successful candidates may also be required to undertake a Disclosure and Barring Service (DBS) check before officially joining the Foundation.

FURTHER INFORMATION AND QUERIES

This Recruitment Pack is designed to be comprehensive; however, if you have any further questions regarding this role, please email:

jobs@footballfoundation.org.uk





DATA PROTECTION

Information provided as part of your application will be used for the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process.

If you are successful in your application, the information you provide during the application process will be retained by us as part of your employee file for the duration of your employment, plus 6 years following the end of your employment.

If you are unsuccessful at any stage of the process, we will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to work.

Please see the full Privacy Notice for job applicants on the [Careers page](#) of our website for more information about how and why your personal data will be used, namely for the purposes of the recruitment exercise, plus your rights in relation to your data.