ROTHERHAM UNITED COMMUNITY SPORTS TRUST

JOB SPECIFICATION FORM

MARKETING & COMMUNICATIONS COORDINATOR

Our Vision

To give the people from different backgrounds of Rotherham a chance to nurture and live up to their potential.

Our Mission Statement

To use our passion for sport and the influence of Rotherham United FC to ENGAGE, INSPIRE and DEVELOP the communities of Rotherham for a long-lasting impact on future generations.

Our Values

Passion: Our enthusiasm is infectious and we go that extra step to excel and meet the needs of our users.

Understanding: People and their lives are at the heart of everything we do. We listen to our users and seek to remove barriers to our activities.

Inclusivity: We have more in common than what divides us. We ensure our delivery captures the needs of the diverse communities we serve.

Professionalism: We do all we can to exceed expectations and preform to the highest levels whilst respecting the people we serve and the organisation we represent.

Respect: We treat each other with the highest regard and seek to overcome barriers whilst delivering high quality activities.

Fun: Through new experiences and having fun we come together in everything we do.

JOB VACANCY

Job Title:	Marketing & Communications Coordinator
Reports to:	Operations Manager
Department:	All
Salary:	£21,000.00 - £23,000.00
Hours:	This is a permanent role of 37.5 hours per week requiring flexibility to work evenings, weekends and match days as required.
Job Purpose:	The Marketing Coordinator is responsible for creating and ensuring the successful delivery of an integrated marketing and communications strategy, using all available internal and external channels to support the community programmes brand and media objectives. The post holder will provide marketing support for all programme leads / coordinators and Trust activity. In addition, the Marketing Coordinator will plan and deliver a range of events, working closely with RUFC and other key partners associated with the Club to further enhance the Trust profile and position supporting the overall operations, financial viability and sustainability.
Contract Details:	37.5 hrs, Permanent Auto-enrolment into the Club's pension scheme (depending on eligibility) 28 days annual leave including national bank holidays

Rotherham United Community Sports Trust are seeking to appoint an enthusiastic, charismatic and dedicated individual to join our Team.

We are a diverse Trust that respects differences in race, disability, gender, faith background or personal circumstances we welcome all application. We want everyone to feel valued and included in the football community and to achieve their full potential. The trust is opposed to any discrimination and commits itself to the redress of any inequalities by taking positive action where appropriate.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of Rotherham United Community Sports Trust.

RUCST is committed to safeguarding and promoting welfare of children, young people and vulnerable adults, and expects all staff to share this commitment.

As part of this commitment to providing a safe environment for our young people, we require all candidates to undertake and return a satisfactory enhanced Disclosure and Barring Service (DBS) certificate. RUCST will assist with the application for, and pay for the process of, a new DBS for staff members where required.

Criminal Records Disclosures

We recognise the contribution that former or ex-offenders can make as an employee; a person's criminal record will not, in itself, debar that person from being appointed to this post. Candidates will be given the opportunity to provide us with information on their criminal record, which will be treated in the strictest confidence. Suitable applicants will not be refused posts because of any offences which are not relevant to the role and which do not make them a risk in the role for which they are applying.

Equal Opportunities

JOB DESCRIPTION

ROLE ACCOUNTABILITIES & KEY DUTIES

Key duties

- Develop and implement the company's marketing and communications strategy.
- Effectively manage and be responsible for all RUCST social media platforms and websites.
- Create and update content for RUCST, RUFC & RUWFC.
- Working with department lead/coordinator; Create, write, proof-read and distribute press releases.
- Working with department lead/coordinator; Create, write, proof-read and distribute monthly newsletters.
- Working with department lead/coordinator; Create, write, proof-read and distribute quarterly trustee reports.
- Working with department lead/coordinator; Create, Write, proof-read and distribute annual impact reports.
- Liaise with local press and media to provide positive coverage across the community.
- Liaise with RUFC to create and distribute content for matchday programme (Community section only).
- Liaise with RUFC coordinating player appearances and ambassador roles in conjunction with PFA.
- Attend player appearances supporting relevant department(s).
- Support staff with the creation and design of marketing and media content.
- Liaise with partner organisations to develop marketing and media content; Flyers, Posters, Videos, Photos etc.
- Organise a calendar of marketing events / campaigns.
- Coordinate the delivery of marketing events / campaigns.
- Ensure brand of RUCST is visible at events, campaigns and sessions.
- Have strong brand awareness across all communication platforms.
- Promote all programmes, projects, initiatives and fundraising opportunities.
- Work with RUCST partners to promote all projects/programmes whilst maintaining good working relations.
- Provide CPD to staff internally on how to use the trust social media platforms successfully.
- Attend projects, programmes and sessions to obtain relevant content related to Marketing and Communications role.
- To represent RUCST at all internal and external meetings and events when required.
- Undertake market research and establish the best way to reach target groups.
- Carry out general office duties including data recording, filing, photocopying, sending and receiving emails.
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners.
- To work closely with colleagues at RUCST to extend knowledge and skills in order to identify best practice.
- Other duties as reasonably requested by a member of the senior management staff.

General duties & accountabilities

- To undertake training which is consistent with the general level of responsibility of this job.
- Present a professional image/manner when dealing with internal and external contacts and partners.
- Active participation on continuing professional development and the appraisal process.
- To support RUCST and Rotherham United FC in their aims and objectives at all times.
- To ensure compliance with all relevant policies, including health and safety and Safeguarding policies.
- To ensure compliance with all relevant legal, regulatory, ethical and social requirements.
- To build and maintain good working relationships both internally and externally.
- Maintaining a professional image at all times when representing RUCST and Rotherham United FC.
- To keep confidential any information gained regarding the Charity, Club and its personnel.
- To always maintain a flexible approach to work.
- To undertake other duties and responsibilities as required such as matchdays & evening/weekends.
- Promote equal opportunities in recruitment, delivery and overall assessment.

Person specification

- Excellent verbal and written communication skills.
- Ability to think clearly, creatively and imaginatively.
- Positive attitude and strong focus on teamwork.
- Ability to communicate with people from all backgrounds.
- Ability to build and maintain positive working relationships.
- Focused on achievement, targets and continuous improvement.
- Demonstrate a high degree of flexibility and confidentially.
- Capable of presenting information, orally and written.
- Have skills to plan, organise and present information.
- Ability to work under pressure and to tight deadlines.
- Ability to work on own initiative.
- Competent IT skills.

Experience

- Experience of creating and publishing content for either a third sector, sport or charitable organisations.
- A good understanding of Canva, Hootsuite, Eventbrite, SharePoint, Mailchimp and Survey Monkey.
- Experience of creating and managing social media campaigns across Facebook, Instagram, Twitter and LinkedIn.
- Experience of using Photoshop and (or) alternative photo and video editing software
- Willingness and ability to travel to our various sites as required
- Experience of publicity/promotion of initiatives and events.
- Experience of working within the professional sport clubs
- An understanding of, and a commitment to equal opportunities both in the workplace and the community
- Proven leadership skills, providing staff and volunteers with clear direction to achieve defined standards

Qualifications

- Full driving licence and the use of a vehicle
- Relevant marketing qualification (or experience)
- FA DBS
- FA Safeguarding certificate

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PERSONAL SPECIFICATION

Qualifications		Essential	Desirable
1	Appropriate experience or degree in Marketing / PR / Communication	✓	
2b	Full driving licence and the use of a vehicle	✓	
3	Valid and Enhanced DBS (Disclosure & Barring Service) Check	✓	
4	Valid Safeguarding Training Certificate	✓	
Skills, Knowledge & Experience			
5	Knowledge, understanding and experience of Marketing and Media	✓	
6	Experience of managing and coordinating multiple media platforms	✓	
7	Experience of publicity/promotion of initiatives and events.	✓	
8	Experience of working within the professional sport clubs		✓
9	Previous experience of creating and publishing content for either a third sector, sport or charitable		✓
10	Determination to encourage the highest quality of learning experience for all students	✓	
11	IT skills to include a high level of competence using Excel, Word, Access and PowerPoint skills	✓	
12	Experience using photoshop and (or) media editing software including photos/videos	✓	
13	Experience of Premier League, Football League or Sport England funded projects		✓
14	An understanding and knowledge of Rotherham United Community Sports Trust and the Education Academy		✓
Attitude/Behaviours			
15	A “can do” attitude	✓	
16	Presents solutions rather than problems	✓	
17	Ability to establish good and productive working relationships, and work well in a team	✓	
Personal Qualities			
18	A dynamic, hardworking and enthusiastic individual	✓	
19	Be able to enthuse learning within a wide range of ages and abilities	✓	
20	Excellent interpersonal and communication skills	✓	
21	Proactive attitude within the role	✓	
22	Excellent written and analytical skills	✓	
23	Quality focus – takes responsibility for ensuring a high quality of delivery and planning	✓	
24	Highly organised and able to manage multiple tasks	✓	
25	Drive and energy – demonstrate enthusiasm and is personally committed towards education and learning	✓	
26	Self-development – is receptive to feedback about own behaviour, strengths and areas for improvement	✓	
27	Flexibility and willingness to learn	✓	
28	Ability to work calmly under pressure, effectively organise, prioritise workloads and to meet deadlines.	✓	
29	Ability to work unsupervised	✓	
30	Ability to respect confidentiality and professionally on issues	✓	

Rotherham United Community Sports Trust
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