



Job Description

Our Charity

We are an independent, regional sports development charity supporting the people of Nottinghamshire. We use the power of sports and Notts County Football Club to engage and empower local communities and the individuals they serve. Registered charity number 1091927.

Job Title:	Marketing and Communications Coordinator
Responsible to:	Head of Business Development
Responsible for:	N/a
Location:	Notts County Foundation Office
Document Created (month & Year)	July 2021

Equality, Diversity, and Inclusion

We value the diversity of our staff and welcome applications from people from protected groups under the Equality Act 2010, this specifically includes age, gender, sexual orientation, gender identity/reassignment, race, religion, disability, pregnancy and maternity and marriage and civil partnership.

Overview of the role

The Marketing and Communications Coordinator will help coordinate the delivery of high-profile marketing and communications campaigns which tell a compelling story, demonstrate our impact and build relationships with our supporters. You will support the development, production and delivery of a range of fundraising and communications activity – working across marketing, customer relationship management, media relations, website, social media, print collateral and video content. Your work will contribute to our marketing and communications strategies to help raise awareness, generate income and build our reputation across our priority audiences, both public and corporate.

The Marketing and Communications Coordinator is expected to bring experience in designing impactful communications resources and implementing engaging and innovative digital communications strategies. While the Marketing and Communications Coordinator will be line managed by the Head of Business Development, they are expected to lead with initiative and take responsibility for their own tasks.



Key Accountabilities & Responsibilities:

Publications and Knowledge Production

- Work with NCF's design partner to design and print of all NCF communications resources that are creative and bring the charity's content to life

Writing

- Prepare written works and format them according to brand guidelines
- Create marketing collateral such as flyers, presentations, videos, infographics
- Draft high quality original content of articles, blogs, podcasts, interviews for key campaigns etc.
- Liaise with NCF managers around content for the Notts County FC match day programme
- Manage multiple projects within tight deadlines

Digital Communications (Web, Social and Video)

- Create and produce high quality, relevant and compelling digital content (including videos, blogs, news stories and social media posts) that bring gravitas to NCF's digital platforms, highlight NCF's work, promote best practices and drive behaviour change among our key audiences
- Manage the NCF website, ensuring all content is kept up to date and develop innovative ways to increase traffic
- Strengthen NCF's presence across social media, ensuring that we are producing high quality and relevant content, engaging in sector-relevant online communities, participating in ongoing conversations and growing our social media following
- Produce quarterly reports on web and social metrics (user traffic, online mentions, social media engagement) and continually seek ways to improve engagement

Communications and Event Support to Specific Projects

- Design and implement an effective stakeholder engagement across NCF.
- Create high-quality marketing collateral such as flyers, presentations, videos, infographics.
- Lead the planning, organisation, and promotion of online and in-person events for the specific project

Strategy & Business Development

- Assist with the delivery of an organisation-wide communications strategy and the integration of communications into all of the teams' activity planning
- Contribute to NCF's business development by actively assisting with the organisation's fundraising, strategy and broader development
- Contribute to the content and presentation of reports to donors and funders on progress with NCF funded work.
- Drive communications approaches to protect and enhance NCF's reputation and support its growth ambitions

Human Resources Key Tasks

- Being a participating member of Notts County Foundation and The Portland Centre wider team
- Line management of staff including Appraisals, reviews and training needs analysis

Safeguarding Key Tasks

Notts County Foundation (NCF) believes that safeguarding and the protection of all children, young people and vulnerable adults is everyone's responsibility. Staff working on behalf of Notts County Foundation must ensure that:

- They recognise the position of trust they have by working for Notts County Foundation



- Their behaviour is always appropriate
- They observe and put into practice all policies, procedures and processes established for the safety and protection of children and adults
- They follow the procedures for responding to signs and suspicions of abuse
- In every respect, the relationship they form with children and adults are appropriate

Health & Safety Key Tasks

- To comply with requirements of the Health & Safety at Work Act 1974 and all supplementary legislation
- To ensure all health and safety checks are completed on a daily/weekly/monthly basis where necessary and complete and actions any health and safety concerns
- Ensure the safe and effective use of instruction and advice is offered to service users by monitoring the quality of content and delivery

Training Key Tasks

- To attend regular staff training sessions, be they held in-house or externally
- To maintain and develop own professional knowledge and awareness.
- To undertake any other duties and responsibilities required commensurate with the grade and level of responsibility for the post.
- Promote the activities of Notts County Foundation
- To support the delivery of other key areas of the business as required.

General Duties

- To attend and contribute to regular staff meetings
- To participate in all staff Notts County Foundation appraisal and supervision processes
- To follow by Notts County Foundation policies and procedures at all times including Health and Safety, Equal Opportunities and Confidentiality
- To act as an ambassador for Notts County Foundation at all times
- To undertake any other duties that may be required as deemed appropriate

Our package includes

- Competitive salary
- 20 days of holiday plus 8 public holidays + extra days off during Christmas Period
- 3% employer pension contribution (upon successful completion of probation)
- Family friendly flexible working arrangements
- Gym membership at The Portland Centre
- Access to a mental Health specialist
- Access to season tickets to Notts County Football Club
- Personal growth is a key and we invest in learning and development opportunities.
- We are a sociable bunch and host pay day drinks, quarterly lunches, quiz nights and cultural and sporting activities to socialise and have fun with your colleagues.



Personal Specification

Category	Essential	Desirable
Education/ Qualifications		
Experience / Knowledge	<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with experience of copywriting and editing • Knowledge and experience of managing digital media channels, including website content management systems (CMS) and social media • Experience of blogging, ideally for an organisation or campaign, or of managing a blog. 	<ul style="list-style-type: none"> • Experience of the environmental and/or charity sectors • Experience of working with media stakeholders and external suppliers, eg graphic designers, photographers
Personal Qualities/Attributes	<ul style="list-style-type: none"> • Strong interpersonal skills with the ability to build and maintain relationships and work collaboratively • A self-starter, with a creative, innovative and agile approach • Results-driven, organised and tenacious, with excellent attention to detail 	
Special Conditions	<ul style="list-style-type: none"> • Has access to own car • Willingness to travel for business reasons • Work outside normal office hours, including weekends, when required 	