



Notts County Foundation (NCF) is the independent **charitable** arm of Notts County FC. For over 30 years, our dedicated team has been using the power of football and the benefits of physical activity to improve the health and wellbeing of our local communities.

Our wide range of programmes cover sport, health, inclusion and education – transforming the future outlook for many and leading to positive change within people's day-to-day lives. We are also proud to operate the Portland Centre in the Meadows as our community hub and the facility is very much the heartbeat of the Foundation.

We take pride in our long-standing affiliation with Notts County FC – a community driven club that has provided fun, enjoyment and a sense of belonging for the people of Nottingham and Nottinghamshire for generations. By working together, we continue to inspire active change for those we serve.

Our mission statement is:

We use the power of physical activity to improve the health and wellbeing of local communities. The mission is underpinned by Notts County Foundation's **FIVE** core Values:

- **We inspire:** Acting as role models, aiming to bring the best out of people
- **We are Innovative:** Thinking outside the box, making the unachievable happen
- **We are community driven:** Cohesion throughout our networks: participants, staff, funders and local partners
- **We show integrity:** Committed to doing what we said we would do
- **We are ambitious:** striving to grow and achieve.



**Notts County
Foundation**
Inspiring active change

Meadow Lane, Nottingham, NG2 3HJ
nottscountyfoundation.org.uk

Company Registration: 4320737 | Charity Registration: 1091927

Job Description

Job Title:	Marketing and Events Coordinator
Responsible to:	Chief Financial Officer
Responsible for:	Students on placement
Location:	Notts County Foundation Office, Meadow Lane
Document Created (month & Year)	May 2024

Overview of the role

The Marketing and Events Coordinator will be a dynamic professional responsible for planning, organising, and executing marketing and events that promote a charity's brand, projects, and propositions to its target audience.

The postholder will coordinate the delivery of high-profile marketing campaigns and events which tell a compelling story, build relationships with our supporters and generate funds for the delivery of our projects. You will support the development, production and delivery of a range of fundraising 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 events strategies to help raise awareness, generate income and build our reputation across our priority audiences, both public and corporate.

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



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Key Accountabilities & Responsibilities:

Marketing and Media

- Lead the development, day-to-day coordination, and delivery of a marketing strategy, working collaboratively with SLT, Managers and the wider team.
- To provide effective liaison with the Media team within the Football Club, working collaboratively with them for mutual benefit.
- Build engagement, brand awareness, drive traffic through the strategic planning and execution of all social media content on various online platforms including but not limited to Facebook, LinkedIn, X, Instagram, TikTok and YouTube.
- To deliver the day-to-day marketing initiatives both online and offline:
 - Manage the production of marketing materials including leaflets, posters, flyers, newsletters, e-newsletters
 - Manage the design and upkeep of the NCF and Portland websites regularly, creating new online content – blogs posts, updating images, blurb and any other details on the venue pages Keep the NCF and Portland Websites up to date.
- Working with the Business team to create and launch initiatives that support fundraising
- Act at a gatekeeper for the NCF brand, ensuring colleagues across NCF adhere to the NCF brand guidelines and positioning at all times.
- Lead on press and media liaison, serving as first point of contact for approaches to participate in events and media opportunities
- Support and manage undergraduate students on short-term marketing placements ensuring that they have the necessary resources to complete productive placements with mutual benefit.
- Represent or support the Foundation at networking events, where required.
- Create and manage project plans for various marketing and event activities.
- Work with the wider team to plan, manage and deliver key NCF community events with project staff for a wide range of audiences, to drive up participation, brand awareness and engagement.
- Work with the wider team to coordinate event planning, including writing event plans, booking entertainment, licence applications and risk assessment.
- To liaise and collaborate with partners at the Football Club on joint Marketing and Communications activity and campaigns.





Event Coordination

- To work with event specific task groups, taking the lead on the developing and driving of event project plans.
- Managing the promotions, communications and branding aspects of the event
- Resolving problems and guest inquiries before and during the event
- To manage customer service for events, from initial negotiation, sending contracts, managing the events to completion of event and post event follow up.

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

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.

Safeguarding Statement

Notts County Foundation (NCF) operates a child centred approach to safeguarding and where concerns about the welfare of a child or adult at risk exists, staff will always act in the best interests of the child or adult at risk.

The Foundation fully acknowledges and accepts its responsibility for the well-being and safety of all children and adults at risk engaged in Foundation activities. It is the duty of all staff working at the Foundation to ensure they safeguard children and adults at risk by creating an environment that protects them from harm.

Notts County Foundation believes that the general wellbeing, welfare, and safety of all children and adults at risk engaged in Foundation activities is of the utmost importance. NCF will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters, carried out in a spirit of partnership and openness with the child or adults at risk, family and the relevant local authority.



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Personal Specification

Category	Essential	Desirable
Education/ Qualifications		Degree in marketing, hospitality management or public relations
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 • Event management experience
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 positive, 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 	

