



Department:	Club Doncaster Foundation
Job Title:	Marketing & Communications Officer
Salary:	Competitive
Contract type:	Full time permanent
Hours:	37 ½ hours per week. The candidate will be required to have a flexible approach to working hours, including match days, events, evenings, weekends and such hours as necessary
Responsible to:	Chief Operating Officer
Location:	Keepmoat Stadium, Stadium Way, DN4 5JW
Regular working hours:	Office hours are Monday to Friday 9.00am – 5.30pm. It is expected with this post there is to expected weekends & unsocial hours as part of an irregular working pattern.

Purpose of the post:

The Marketing & Communications Officer will have a key role in raising the profile of all Foundation activities. This all-encompassing role will involve the marketing, communications and administration of a wide range of work and activities benefitting the Doncaster Community. The post holder will be required to work creatively to maximise the impact of the activities delivered by the Foundation while also supporting our fundraising team to drive this new strategy.

Key Duties and Responsibilities:

- Develop and implement the company's marketing and communications strategy
- Promote all programmes, initiatives and fundraising opportunities
- Be chiefly responsible for all social media and website content
- Have strong brand awareness across all communication platforms for the Foundation
- Support the foundation staff with the creation and design of marketing content from flyers to brochures and presentations
- Work with the fundraising manager to promote all fundraising activities
- Liaise with local press and media to provide press releases and positive coverage across the local community
- To liaise with the professional clubs to coordinate appearances and ambassador roles from professional players
- Carry out duties in accordance with all relevant company policies
- Act at all times with utmost good faith to the Club and the Company
- Devote full attention and ability to fulfilment of the duties required by the role
- Other duties as reasonably requested by a member of the senior management staff.
- To work closely with partnership organisations, to maintain good relationships and collaborative working practices
- To work with colleagues throughout Club Doncaster to extend knowledge and skills in order to identify and develop best practice
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners
- Carry out general office duties including data recording, filing, photocopying, sending and receiving emails
- Ensure all policies and procedures are adhered to
- Active participation on continuing professional development and the appraisal process
- Promote the brand identity and increase Club Doncaster fan base throughout
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements
- Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner at all times
- To be aware and comply with the Health and Safety at Work Act
- To carry out responsibilities with due regard to Equal Opportunities
- To cover as and when required at other departments within the Club Doncaster Group
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job
- Any other duties commensurate with the grade and falling within the scope of the post, as requested by Chief Operating Officer and/or Executive

Club Doncaster Staff competencies:

Our Values

- We are professional in all we do
- We manage our business with respect and integrity
- Pride, passion and performance
- Open, honest brave
- Consistent innovation in all we do
- Energy, enthusiasm, humility
- Commercial in all we do
- Win-win relationships

Putting our clients first

- Demonstrates a thorough understanding of the services across Club Doncaster and how these relate to and are affected by the needs and objectives of the organisation
- Knows who the clients are, understands our clients' needs and works hard to ensure that these are met
- Develops positive relationships with clients, handling dissatisfied or awkward clients effectively
- View the resolution of clients' problems as an opportunity to retain and secure future business
- Ensures all clients are dealt with in a proficient and friendly manner, with respect and integrity at all times

Getting things done

- Performs all assigned tasks and procedures efficiently and in a timely manner
- Takes personal responsibility for own actions and decisions and displays a sense of energy and commitment to achieve results that stimulate others to succeed
- Works hard to reach or exceed personal targets and section goals and can take responsibility for several different tasks at a time
- Accepts responsibility for problems that occur and retains ownership until they are resolved, either personally or by someone else
- Manages own time and resource effectively, with appropriate planning and prioritising in advance to improve efficiency
- Uses initiative to act without constantly referring to others and perseveres with repetitive and mundane tasks

Flexibility

- Accepts doing things differently to improve efficiency and reacts positively to changing objectives, priorities and workloads
- Willingly takes on extra responsibility and, where necessary, will work additional or irregular hours to meet the needs of the organisation
- Put forward suggestions and ideas about new and better ways of doing things
- Learns rapidly, adjusting to new situations as they occur
- Demonstrates a commitment to deliver a high quality service at all times

Communication skills

- Communicates effectively and confidently in individual and group situations, contributing and asking questions where appropriate
- Listen to and respects other people's views and opinions
- Any written work required by the role is clear, accurate and to the point
- Presents facts and ideas in a concise and persuasive manner
- Ensures all written correspondence is fluent and structured, using appropriate style and language
- Uses the correct communication technique to suit the situation

Managing Self /Relationships

- Develops open and effective relationships with all colleagues
- Awareness of impact of own behaviour on others and is able to modify approach or style to achieve results
- Can discuss differences openly and without recrimination
- Share information and keeps all relevant parties informed
- Works to improve self by being pro-active in job function and in assessing training and development needs
- Keep difficulties in perspective and maintain performance and effectiveness in the face of conflicts, tight deadlines, excess workloads and unreasonable client/customer
- Aware of the goals and targets of Club Doncaster ensuring actions contribute towards achieving them

Important information

The above mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Applicants must hold a full driving licence with access to a suitable vehicle and have in date MOT, Road tax and relevant insurance if they are intending to do business mileage for Club Doncaster. It is the employee's responsibility to ensure up to date documentation is provided to Club Doncaster.

Club Doncaster is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment. This role involves work with young people and is may be subject to Enhanced Criminal Records Bureau (CRB) checks. Clearance through The FA CRB system is required. As such this post is exempt for the Rehabilitation of Offenders Act (1974) and the applicant must disclose all previous convictions including spent convictions.

Personal Skills/Characteristics	Essential	Desirable	Method of Assessment (List Code Below)
Experience			
Previous experience of creating and publishing content for either a third sector, sport or charitable organisation.	X		AF/I
Experience of publicity/promotion of initiatives and events.	X		AF/I
Experience of working for a charity		X	AF/I
Experience of working within the professional sport clubs		X	AF/I
Experience of managing and coordinating multiple media platforms	X		AF/I
Qualifications and training			
Relevant marketing or media qualification		X	AF/CR
At least one nationally recognised NVQ level 2 qualification or equivalent.	X		AF/CR
Special skills and knowledge			
An understanding of and a commitment to equal opportunities issues both in the workplace and the wider community	X		AF/I
Proven leadership skills, providing staff and volunteers with clear direction to achieve defined standards	X		AF/I
Proficient in use of Microsoft Office systems eg Office, Excel, Access and Powerpoint or equivalent system	X		AF/I

Personal qualities			
Positive attitude with the ability to motivate and enthuse individuals and groups.	X		I
Excellent written and verbal/presentation communication skills.	X		I
Ability to prioritise and meet deadlines	X		AF/I
Personal circumstances			
Ability and willingness to work outside normal hours, including evenings and weekends.	X		I
Ability to travel independently	X		I
Physical Requirements			
No serious health problem which is likely to impact upon the job performance; (that is, one that cannot be accommodated by reasonable adjustments)	X		AF/I/R
Good sickness / attendance record in current / previous employment, (not including any absences resulting from disability)	X		R

* AF = Application Form
I Interview
R Reference
CQ Certificate Qualification

The document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation. All employees may be required to undertake any other duties as may be reasonably required. Club Doncaster is an equal opportunities employer.