

Digital & Social Media Manager Recruitment Pack

April 2023





INTRODUCTION FROM OUR CEO

Thank you so much for taking the time to find out more about the Football Foundation. I am exceptionally proud to lead this organisation.

Our purpose is to transform individual lives and communities by providing people with a great place to play. That's an inspiring thought - but behind it sits a great team. The Foundation is an independent charity, but has at its heart a collaboration between the Premier League, The Football Association and Sport England. Our role is to facilitate their joint investment into community sports facilities. We do this through partnership working - being part of a team is really important to us.

Together we have ambitious plans and with the support from the government to invest a further £205 million into grassroots football over the next 3 years, the Football Foundation is well-supported to continue to invest in community pitches and facilities across the nation.

We have a great deal to get done, but why and how we do it matters too. We are striving to be an inclusive and diverse organisation that understands and makes a positive impact to the communities we serve. Becoming part of the Football Foundation team will give you the chance to help transform lives and communities through great places to play; and to be part of a supportive and inclusive team that is united in its ambition and plays fair to achieve its goals.

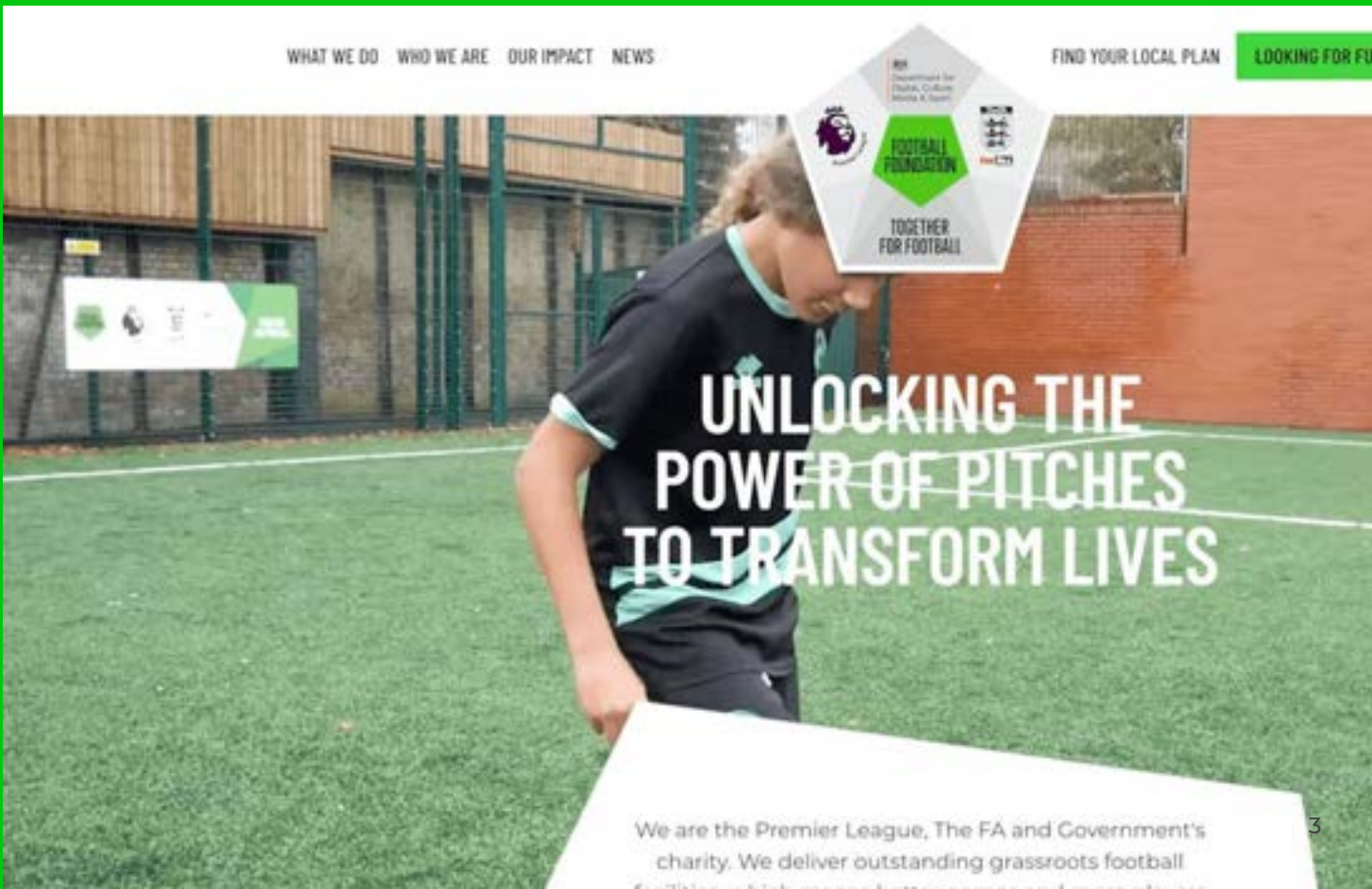
I hope you take the time to apply.

Robert Sullivan, Chief Executive Officer





We are the Football Foundation – the Premier League, the FA and Government’s charity delivering upon a shared vision to help communities improve their local football facilities through grants. We’re the only example of a partnership between a national Government and a national sport coming together to support communities throughout the country.



OUR STORY



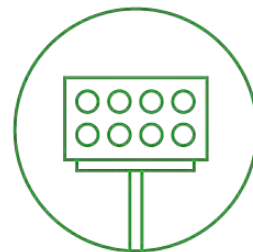
Over the last 22 years, the Foundation has awarded more than 23,000 grants to deliver outstanding grassroots facilities across England worth more than £877 million. This year, the Foundation will be investing more money than ever into facilities across England and is committed to improving the experience of playing football for everyone.

The Foundation's goal is to unlock the power of pitches ensuring everyone has a great place to play regardless of gender, race, disability or place.



20,000

Improved grass pitches over the next 10 years



1,300

3G facilities over the next 10 years



1,700

New pavilions over the next 10 years

OUR GOALS



The Football Foundation's ambition is to transform the landscape of England's grassroots game by 2030. In that time, we will deliver thousands of new pitches, while also investing in the improvement of existing grass pitches and off-pitch facilities across the country. The approach to achieve our goals includes:

- **Local Football Facility Plans**

In order to achieve our ambition, we have completed 318 Local Plans, covering every area in England. These are the culmination of three years of work with local authorities, County FAs, and other stakeholders. These plans identify the current provision of facilities and the projects that each community needs and deserves, providing a blueprint for our investment.

- **Grass Pitch Improvement Programme**

We are working alongside The FA on a 10-year plan to transform the quality of 20,000 grass pitches across the country. 87% of affiliated football is played on traditional grass pitches and maintaining these to the highest quality is crucial. We are working with experts and volunteers and have invested in a new web app, PitchPower, to make expert knowledge, support, and funding into pitches more accessible

- **Small Sided**

We have an ambition to deliver 330 new or improved Small Sided facilities by 2025. To realise this ambition, we're going to focus on investing in safe, inclusive and accessible facilities in communities with the greatest need. We will tackle inequalities in physical activity levels and create inclusive opportunities for our priority audiences to become active through recreational formats of football and other sports.

- **Our Hubs**

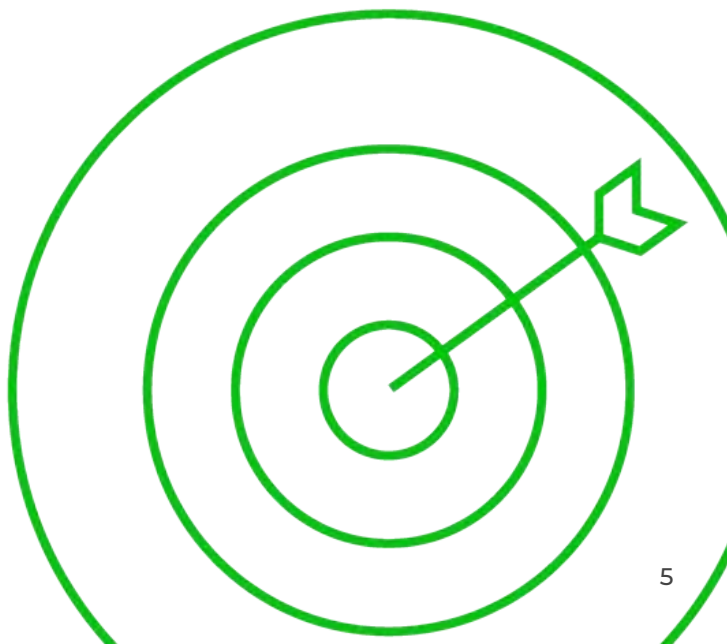
£200m investment in multi-pitch hubs has enabled us to work with Local Authorities and local football organisations, with hubs already in Sheffield, Liverpool, Sunderland, and one site in London: with construction underway for further sites in London, as well as Newcastle and Wigan.

- **3G Artificial Grass Pitches**

In 2020, we opened 49 new floodlit 3G Artificial Grass Pitches (AGPs) guaranteeing access to hundreds of thousands of people across the country, no matter the weather. Our goal is to install 1,300 more 3Gs by 2030.

- **Changing Room Pavilions**

We constructed and refurbished over 57 pavilions in 2019, providing players and match officials with safe, secure spaces to get changed, whilst also acting as hubs for the delivery of vital community outreach work. We are committing to 1,700 new pavilions by 2030.



EQUALITY, DIVERSITY AND INCLUSION



We genuinely believe that by having a diverse workforce, we will be more productive, make better decisions and gain a better understanding of the communities we serve.

In 2023, we proudly launched '[Together for Football](#)' our EDI strategy.. This strategy outlines our ambitions and commitments to increasing our diversity, and the tactics we plan to use to help make the Foundation more inclusive. The initiatives and actions we have committed to are designed to help us better serve communities across England.

When you apply for a job with us, we'll ask you to fill in an equality opportunities form. Your answers will be kept strictly confidential at all times and will not be used to identify you as an individual. The data collected from this form helps us to identify any disproportionate outcomes for applicants and will help inform future recruitment campaigns and strategies.

At the Foundation we want inclusion to be an everyday reality. For this to be the case, we need all our teammates to play their part in bringing our commitments and values to life. We are looking for applicants who share our passion for inclusion and who will support our aim of 'unlocking the power of the pitch, to transform lives and communities'.

Together for football.



Our aim is to invest in and develop facilities which feel safe, welcoming, inclusive; facilities that attract diverse communities and promote a sense of belonging.



We encourage people from all communities and backgrounds to apply for our jobs.

We are particularly interested to hear from individuals belonging to under-represented groups including diverse ethnic communities, individuals with a disability, and those from the LGBTQI+ community.

Our aim is to ensure our processes are equitable for candidates with disabilities, and we are committed to considering all possible adjustments to our recruitment process.

Please get in touch to discuss any adjustments you may need:

jobs@footballfoundation.org.uk

OUR FOUR CORNERS

We refer to our company values as our four corners and these form a central part of our working culture. When applying for roles we encourage applicants to be aware of our four corners as we will frame some of our interview questions around these.



WE ARE STAR PERFORMERS

We unlock the power of pitches. We transform lives and strengthen communities. Whatever position we play in, we always strive for excellence.

WE ARE A UNITED TEAM

We support each other and work together to deliver the greatest impact wherever it's needed the most. Nothing brings people together like sport and teamwork is at the heart of what we do.

WE ARE FAIR PLAYERS

Being inclusive and understanding diversity allows us to tackle inequalities through everything we do. We play fair regardless of gender, race, ability or place, from the star performers we recruit, to the way we work, from the facilities we fund, to the people who play on them.

WE ARE PASSIONATE SUPPORTERS

We support the game in any way we can. We make sure applicants access funding as easily as possible. We work with partners to deliver outstanding football facilities. We transform lives and communities on behalf of our Funding Partners.



OUR IMPACT



Since 2000, we have been privileged to make a truly transformative difference to grassroots football across the country. We're proud that through the investment of our funding partners into grassroots football we've seen incredibly positive effects on physical health, mental health, participation, and the overall economy, and we want to keep moving the goalposts.



958

Artificial grass pitches installed



1223

Changing room pavilions built and refurbished



8726

Natural grass pitches improved

OUR FINANCES

With the recent announcement from the government to invest a further **£205 million into grassroots football over the next 3 years**, the Football Foundation is well-supported to continue to invest in pitches and communities across the nation and we are ready to scale up our operations.

LOCATION

Our office is currently based in Wembley Stadium, London. Like many organisations, we're currently trialling a hybrid working model which we call One+. We ask everyone to come into the office on Mondays so that we can collaborate, connect and create a positive culture together, but the rest of the week we all have the flexibility to choose to work from home if we aren't needed in the office in person.

THE ROLE - DIGITAL & SOCIAL MEDIA MANAGER



As Digital and Social Media Manager, you'll have a broad and varied role, providing strong project leadership for our digital and social media strategy at a critical time for the Football Foundation and for grassroots sports. Working within the Brand, Marketing and Communications Team, and line managing the Marketing and Communications Executive, you'll oversee all our digital and social media channels, campaigns and content.

This will include maintaining all our digital assets; managing contacts with agencies and suppliers; planning, managing and delivering impactful digital campaigns; tracking and managing budgets; and working with internal and external stakeholders, including our funding partners at the Premier League, The FA, Department for Culture Media and Sport and Sport England. Due to the breadth of the role and the variety of the projects, you can expect it to be an exciting role, with no two days the same.

With the additional investment in community sports facilities, we have a great deal to get done, but how we do it matters too. We're striving to be an inclusive and diverse organisation which reflects the diverse communities, users and beneficiaries of our work and the outcomes we deliver. Becoming part of the Football Foundation team will give you the chance to deliver a positive impact in every community in England; to help transform lives and communities through great places to play; and to be part of a supportive and inclusive staff team that works hard and plays fair to achieve its goals.

You don't need to follow football or have a detailed knowledge of how to improve grass pitches to apply, but it is expected that you appreciate the power of sport to change lives and have a genuine interest in using your skills and experience to help the Foundation achieve our charitable and strategic objectives.



KEY RESPONSIBILITIES



DIGITAL CHANNEL MANAGEMENT

✓ **Maintaining high quality digital and social media channels.**

✓ Planning and implementing short, medium and long term digital, social media and content strategy to deliver FF day to day and strategic objectives.

✓ **Ensuring all channels are on brand in look and feel and tone of voice.**

✓ Working as part of a team to deliver excellent UX and UI across all Football Foundation platforms.

✓ **Managing website, ensuring content is up to date and engaging.**

✓ Managing social media channels - community management, monitoring comments, responding accordingly.

✓ **Expertly managing incoming media requests, delivering proactive digital/social media opportunities, and calmly managing communications and crisis issues when they arise.**

✓ Maintain asset management system, ensuring content is up to date and serving the needs of the Football Foundation, its Funding Partners, media and stakeholders.

✓ **Maintaining clear understanding of digital and social media landscape, including emerging trends, future opportunities and how best to optimise them.**

✓ Managing budgets, ensuring projects are delivered on time and resource allocated is managed effectively.

✓ **Ensuring Social Media Policy is up to date and adhered to.**

CAMPAIGN MANAGEMENT

✓ **Juggling a diverse range of projects**

✓ Delivering impactful organic and paid for digital campaigns.

✓ **Designing, managing and delivering digital and social media campaigns to support strategic projects.**

✓ Cascading of quarterly and monthly FF progress communications to Funding Partners, PL clubs, other football leagues and clubs, local government officials, stakeholders, media. This includes stats, case studies, openings etc.

✓ **Planning, executing and tracking Email/CRM campaigns ensuring adherence to GDPR guidelines.**

✓ Executing FF Ambassador strategy

✓ **Knowledge of social media analytics, including key metrics and how to use them to measure performance.**

✓ Delivering regular campaign evaluations, digital performance insight and analytics

✓ **Acting as a brand guardian, ensuring all content in circulation is on brand, with correct logos and tone of voice.**

KEY RESPONSIBILITIES



STAKEHOLDER MANAGEMENT & TEAM PLAYING

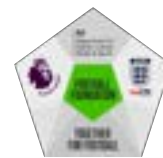
- ✓ **Working as part of a team to deliver great work.**
- ✓ Developing and maintaining trusted working relationships with internal FF teams, Funding Partners and other stakeholders' digital and social media contacts.
- ✓ **Work as part of a team to deliver great work.**
- ✓ Supporting other areas of the FF MarComms team when appropriate.
- ✓ **Working as part of cross-FF project teams to deliver strategic projects.**
- ✓ Building and maintaining industry contacts to support in meeting FF strategic objectives. .

OTHER ACTIVITY

The role will also be required to:

- ✓ **Undertake any other reasonable management request, including duties as can be reasonably expected to ensure the smooth running and efficiency of the Programmes Team and wider organisation, never forgetting that teamwork is at the heart of what we do.**
- ✓ Carry out duties and responsibilities of the post at all times in accordance with Foundation policies and principles.
- ✓ **Ensure compliance with data protection in all matters.**
- ✓ Uphold the 'four corners' of the Football Foundation.
- ✓ **Demonstrate a commitment to equality, diversity and inclusion.**

APPLICATION REQUIREMENTS



QUALIFICATIONS

- ✓ **It's essential for candidates to be educated to Degree qualification or equivalent experience preferably in Marketing, Media, Communications or Journalism.**



KNOWLEDGE

- ✓ A knowledge of football, in particular the grassroots game (Desirable).
- ✓ **Knowledge and understanding of up to date industry trends (Essential).**
- ✓ Familiarity with data protection principles, particularly in the context of marketing and communications- e.g. PECR (Privacy and Electronic Communications Regulations) (Essential).
- ✓ **Excellent understanding of how to use marketing techniques to increase the visibility, profile, and reputation of an organisation (Essential).**

EXPERIENCE

- ✓ **Extensive experience in a Digital Marketing role (Essential).**
- ✓ Extensive experience planning and delivering digital and social media campaigns and delivering excellent results; including writing agency briefs, reviewing work, and creating presentations with a strong creative instinct (Essential).
- ✓ **Dealing with organisations and influencers on social media, with a strong interest in the news and good media contacts (Essential).**
- ✓ Experience managing communications and crisis issues on social media when they arise (Essential).
- ✓ **Confidence in working with senior executives and talent (Essential).**
- ✓ Measuring the impact of marketing and communications and changing approach as a result of the findings (Essential)..

APPLICATION REQUIREMENTS



ESSENTIAL SKILLS AND ABILITIES

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



APPLICATION OFFER – DIGITAL & SOCIAL MEDIA MANAGER



SALARY & BENEFITS

- **The salary band for this role is £45,000 to £52,000 per annum (dependent on experience).**
- You will initially be entitled to **25 days annual leave plus bank holidays**. The Foundation also offer a **generous pension scheme** (8% employer contribution), **yearly collective bonus, free healthcare 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 achieve that.

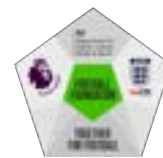


INDUCTION

- **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 Programmes Team about processes and practices.**



APPLICATION PROCESS



1. APPLICATION

To apply, please follow the steps outlined below:

- Please send the following to jobs@footballfoundation.org.uk**
 - CV**
 - Cover letter** highlighting your motivation for the post and indicating how your skills and experience meet the criteria for the role.
- Complete an anonymous Equal Opportunities form:**
 - Click [here](#) to fill it out. Please only submit one form, if you have any issues get in touch.

**Closing date for applications:
Wednesday 24 May 2023, 12:00**

We thank all applicants for taking the time to apply, however, due to the high number of applications received for most roles, the Foundation only contact 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.

2. SELECTION

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.

**Interviews are currently scheduled for:
w/c 29th May 2023**

3. 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 team members 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.

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.



Further information



If you have any further questions about our recruitment process or if you need any adjustments please get in touch with our HR team:

jobs@footballfoundation.org.uk



***For more information, please email:
jobs@footballfoundation.org.uk***

