



MORPETH TOWN JUNIORS

ROLE DESCRIPTION

MARKETING & COMMUNICATIONS OFFICER

Purpose of the Position

The main purpose of the role is, in line with the club's development plan, seek opportunities to connect with the local residential, business and educational community to increase awareness of the club and engagement with the club. It would also be responsible for identifying and securing sponsorship opportunities for the club / individual teams and implementing fundraising activities and sourcing grant availabilities in line with the club's requirements.

Will involve working closely with the Digital Media Officer.

Responsibilities & Duties

General

- A passion for child sports & grassroots football.
- Always place children's welfare first, escalate any concerns to the Club Welfare officer.
- Operate within the rules and spirit of the club's constitution, code of conduct and active policies.
- Consistently behave as a positive role model, gaining the respect and trust of the children's parents and people you work with.
- Work proactively with other club officials to develop a first class club.
- Promote the club's policies and those of the FA.
- Be an elected member of the clubs Executive Committee.

Role Specific

- Applying for grants / sponsorship or other forms of financial assistance from a variety of organisations (e.g. Sport England, Football Foundation, Local Authorities or national / local commercial organisations and businesses).
- In conjunction with the Digital Media Officer, create campaigns to increase and maintain local awareness and engagement with the club in accordance with the club's Development Plan
- If required by the club, create, organise and deliver fund raising events or activities. Create new initiatives as required (e.g. a monthly club 50/50 draw).
- Promote and liaise with regard to the club's sponsorship packages.
- Create and distribute half-yearly newsletters that can be circulated to members / members' families.

- In conjunction with Events Organiser and Digital Media Officer, seek to publicise and promote club run events.
- In conjunction with the Digital Media Officer, work on the annual update of the Club's Digital Handbook.
- Liaise with local educational outlets to increase awareness of the club, offer volunteer opportunities for young people.
- Seek to attract more volunteers to the club as required by creating / delivering specific campaigns.
- Seek feedback from club stakeholders – ensure we are meeting what our members want. Identify gaps and seek solutions / ideas.
- Liaise / meet with local media to get articles published about the club.
- Write programme articles about the Juniors for Morpeth Town FC's home games.

Ensure the Executive Committee functions properly.

The club's Marketing & Fundraising Officer should support the club chairperson to ensure the club's committee functions properly (see role description for club chairperson), but be in a position to respond to the needs of the club in areas of community engagement / fundraising and the wider publicity of the club, creating and suggesting initiatives as required and following through on them.

To represent the organisation

- Advocate and promote the club in the local community.
- Positively encourage and enthuse members of the club to get involved in activities and take responsibility for their actions.

Essential Requirements

- Must hold or be able to hold a club Disclosure & Barring Service (DBS) Enhanced Criminal Record with Children's Barred List check before appointment at the club's AGM.
- Hold a 'Safeguarding for Committee Members' qualification via the FA (a 1-hour online course).

Desirable Requirements

- Experience in working within youth football or a similar organisation.
- Understanding of club administrative routines.

Essential qualities or behaviours

- Good written and verbal communication skills.
- High levels of organisation and commitment.
- A creative flair and outgoing personality.

Desirable qualities or behaviours

- Commitment to promotion and ensuring the best interest of Morpeth Town Juniors are always protected.
- Attention to detail.

How much time will I need to give to the role?

The role time commitment is dependent upon the specific requirements of the club from time to time, but a weekly commitment of 1-2 hours should suffice with additional time if working on a specific activity. Will involve close working with the Digital Media Officer and the wider club committee.