



ROLE PROFILE

Job title:	P.R, Marketing and Communications Officer
Salary & benefits:	Voluntary internship
Responsible to:	P.R, Marketing and Communications Executive
Responsible for:	-
Primary purpose of role:	Supporting the delivery of the P.R., marketing and communications strategy

Main responsibilities:

- To ensure that information on the website is current, relevant and updated in a timely manner; to support other e-communications as directed, including the writing of match reports;
- To help produce media releases and content and to update and maintain the media database and help nurture media relationships
- To develop strategies to identify and then work with advocates for the Association, with a view to developing “brand” loyalty;
- To interpret media and social media analytics and coverage and identify then act upon opportunities to increase the Association’s profile, including alumni;
- To support the National Competitions Department and the International Committee to fulfil their commitment to existing sponsors;
- To help build reports ready for TV coverage of events;
- To attend and assist with National Events as and when required;
- To assist with the promotion and sales of hospitality relating to National events;
- To act as secretary to the Council’s Marketing Working Group meetings and to enact their decisions, as directed;
- To participate in training, development and appraisal processes necessary to fulfil the role;
- To support the ESFA Council to fulfil its responsibilities;
- To act with high standards of professionalism, business integrity and personal conduct at all times;
- To act as an ambassador for the ESFA in the conduct of all business;
- To comply with the requirements of the staff handbook;
- To use best endeavours to support others in the achievement of their objectives;
- To conduct any other duties as may reasonably be required by the employer.

Special considerations in this role:

This is a voluntary role offered on a 11 month fixed term basis from August 2017 - June 2018 (with room for negotiation on start dates) for a 4 day week, which may also be negotiable for an exceptional candidate. Travel expenses necessarily incurred in the course of ESFA business will be reimbursed in line with the policy set by Trustees.

Person specification

- Graduate student from a Bachelors or Foundation degree programme in a marketing or related business discipline;
- Current undergraduate seeking a year's voluntary work placement as part of their marketing or related business degree programme;
- A demonstrable commitment to voluntary work in a sport or educational environment;
- A demonstrable interest in either event management or in sports administration;
- An appreciation of the principles and concepts of working to support a membership organisation;
- The ability to work occasional weekends and evenings;
- IT literate and capable of using social media;
- Highly focused on customer service;
- An ability to work both independently and as part of a team.