**Marketing & Communications Officer**

**JOB DESCRIPTION**

**POST TITLE:** Marketing & Communications Officer

**WEEKLY HOURS:** Minimum 37 hours per week

**SALARY:** £18,000 - £21,000

**LOCATION:** Lincolnshire

**REPORTING TO:** Finance Manager

**RESPONSIBLE FOR:** No direct line management

**MAIN DUTIES AND RESPONSIBILITIES**

**Communications and Marketing**

* Tell our story: help maintain and build Lincoln City FC Sport & Education Trust' reputation, brand and profile locally, regionally and nationally.
* Develop and implement impactful marketing campaigns and build a comprehensive content marketing plan using fresh, original and powerful messages about our work.
* Work collaboratively with the Lincoln City FC Sport & Education Trust team and our partners to develop and execute a vibrant and exciting communications calendar.
* Increase engagement with our audiences and key stakeholders to communicate our messages around impact, fundraising, and opportunities to get involved.
* Use insight to improve the depth and breadth of our audiences and to extend our reach.
* Drive footfall to our school and community-based programmes and events.
* Produce resources for both online and offline content that supports programmes across the Trust.
* Use your creative and expert communications skills to develop engaging content including copy for both online and offline channels.
* Work with the wider team to manage data and manipulate it for research and audience development purposes.
* Prepare comprehensive marketing performance reports for a range of audiences such as our senior team, board, funders, and partners.
* Ensure colleagues are kept up-to-date with the communications planner and provide support to colleagues who need to use marketing tools in their day to day work.
* Work closely with colleagues and the senior team to share key messages and milestones with internal audiences.

**Online and digital**

* Plan and deliver an effective social media strategy that extends the reach of our work, engages new and current audiences, and builds our brand and profile.
* Lead on the development of content including photography, video, story banks, audio and key messaging frameworks, and where necessary working with others to generate some of this content.
* Create an engaging and well-written regular e-newsletter gathering content from across the Lincoln City FC Sport & Education Trust team & wider network in a timely manner and with a compelling call to action.
* Ensure our website is up-to-date and fully optimised with relevant content to drive traffic and enhance the user experience.
* Monitor the performance our website and use forward thinking communication techniques to generate online donations, participation in our programmes.
* Ensure information about Lincoln City FC Sport & Education Trust held on external websites, such as partner websites, is accurate, on brand and reflects our communications strategy.

**PR, media, and events**

* To be the lead co-ordinator for the Holiday Club regarding the recruitment of participants and the logistical organisation of each programme. You will work with the Football Development Manager to deliver the whole programme.
* To lead on and support colleagues on the organisation of Lincoln City FC Sport & Education Trust events and coordinate our presence at external events.
* Provide proactive and responsive media relations activity by forging excellent relationships with local, regional and, where relevant, national media contacts.
* Work collaboratively with the wider team to identify press opportunities and create well-written press releases to pitch to relevant media contacts.
* Monitor our online and offline media coverage and review the impact.
* Maintain and coordinate our image bank and associated consent forms.
* Contribute to Lincoln City FC Sport & Education Trust’ compliance with GDPR across all media.

**General Duties & Responsibilities**

1. To undertake any other duties at the request of the line manager, which are commensurate with the role including project work, internal job rotation and absence cover
2. To adhere to the policies and procedures of Lincoln City FC Sport & Education Trust
3. To undertake training as necessary in line with development of the post
4. To actively participate in a development review (appraisal) process and undertake Continuing Professional Development as required
5. To achieve and demonstrate agreed standards of personal and professional development within agreed timescales
6. To be aware of and work to internal service level agreements, corporate standards and external quality standards
7. Promote and share good practice from both internal and external delivery to maintain high standards of delivery from Lincoln City FC Sport & Education Trust.

Person Specification

Essential

* Proven track record in applied marketing communications with the understanding and ability to ensure integration across all channels.
* Experience in campaign development, content creation, delivery and evaluation for both offline and online channels.
* Ability to tailor communications to target a range of stakeholders and influencers.
* Excellent written and verbal communications skills and the ability to author, curate and edit content with fluidity, speed and flexibility to ensure it is high quality, and relevant to the audience.
* Proven experience of creating social media strategies that have led to an increased engagement.
* Track record of securing media and press coverage and developing excellent relationships with media contacts.
* Experience of using data and insight to add value to communications campaigns.
* Sound working knowledge of marketing tools including social media platforms, MailChimp, Google Analytics, WordPress and Survey Monkey (or similar).
* Good working knowledge of Microsoft programmes including Word, Outlook, Excel, and PowerPoint.
* Full Driving License and access to transport

Desirable

* Educated to degree level or equivalent in Marketing or a related subject.
* Chartered Institute of Marketing (CIM) qualification or working towards.
* An interest in the sport and physical activity and the impact of this on health, wellbeing, and learning.
* Local knowledge of Lincoln and Lincolnshire and its different communities.

Personal Attributes

* Creative and innovative: generates original ideas and demonstrates flair
* Ability to multi-task and prioritise workload.
* Ability to develop strong and effective working relationships with internal and external colleagues.
* An ability to work on own initiative, self-starting, identifying priorities and making decisions whilst working to tight deadlines and keeping others informed.
* The ability to develop strong and effective working relationships with internal and external colleagues.
* A passion for continual learning and new technology tools, using them to best effect across content marketing management.
* Committed to diversity and supporting equality of opportunity.
* The ability to work flexibly (including evenings and weekends and each home match day), including travel within the UK, according to the needs of the service.