

# Digital & Social Media Executive Recruitment Pack

April 2024



## **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 £235 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.*

*This includes an additional £30m commitment from Government and The FA to deliver the 'Lionesses Futures Fund'. This investment recognises the historic achievements of all the players at the UEFA Women's EURO 2022, as well as the FIFA Women's World Cup this year, and will turbocharge opportunities for the next generation of Lionesses.*

*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 has ambition and plays fair to achieve its goals.*

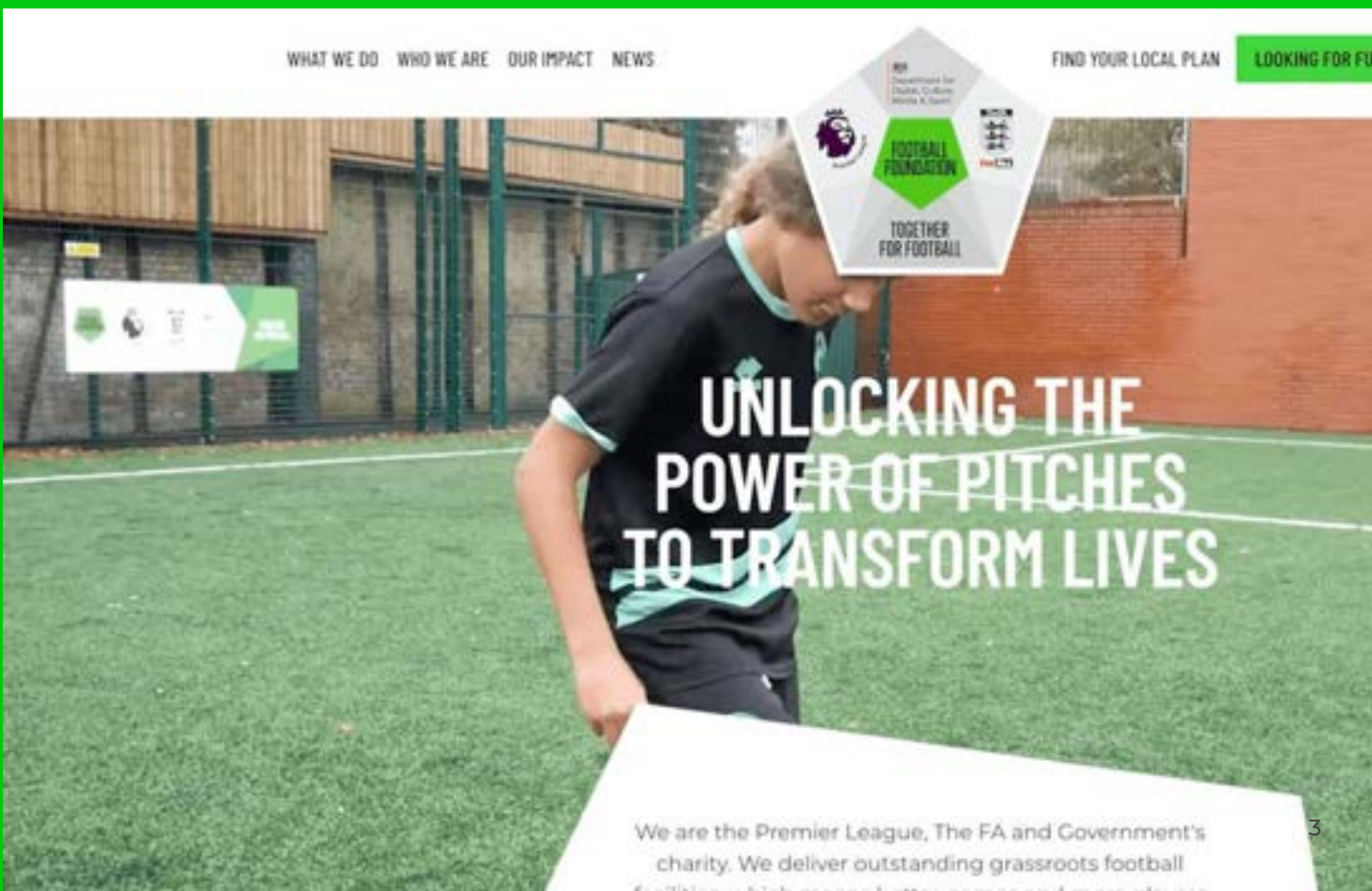
*I hope you take the time to apply.*

**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.*



## UNLOCKING THE POWER OF PITCHES TO TRANSFORM LIVES

We are the Premier League, The FA and Government's charity. We deliver outstanding grassroots football facilities and help grassroots clubs improve and maintain their

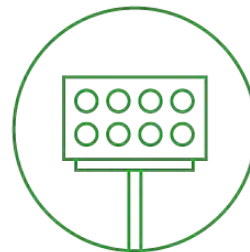
*Over the last 22 years, the Foundation has awarded more than 23,000 grants to deliver outstanding grassroots facilities across England worth more than £877 million. This year, the Foundation will be investing more money than ever into facilities across England and is committed to improving the experience 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 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. The approach to achieve our goals includes:

- **Local Football Facility Plans**

In order to achieve our ambition and in partnership with local authorities, County FAs and other community stakeholders, the Foundation has created Local Football Facility Plans for every local authority in England. These Plans act as a blueprint for providing the grassroots football facility improvements that each community needs and deserves across the country.

- **Grass Pitch Improvement Programme**

We're 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.

- **PlayZones**

We have an ambition to deliver over 240 new or improved PlayZones 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**

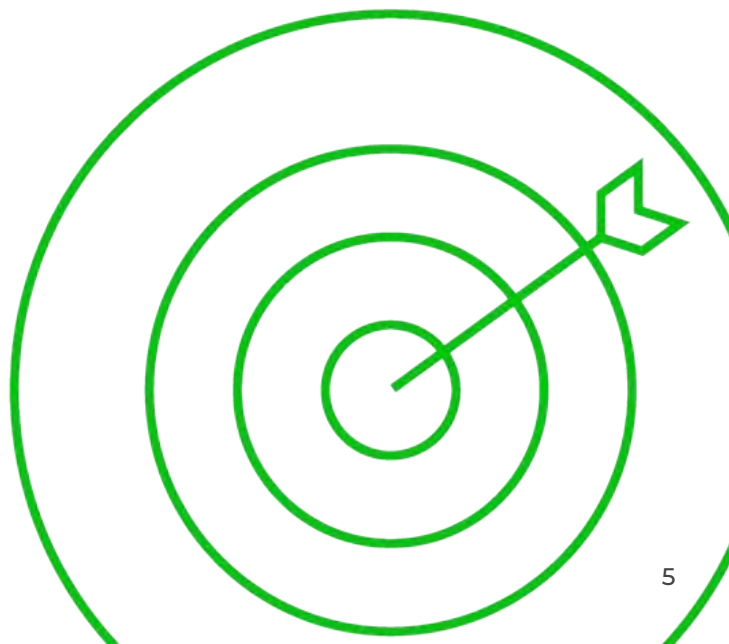
£200m investment in multi-pitch hubs has enabled us to work with Local Authorities and local football organisations, with hubs already in Sheffield, Liverpool, Sunderland, and two sites in London: with construction underway for further sites in Portsmouth and Derby.

- **3G Football Turf Pitches**

In our 2023 financial year, we opened 53 new floodlit 3G Football Turf Pitches guaranteeing access to hundreds of thousands of people across the country, no matter the weather. Our goal is to install 1,000 more 3Gs over the next 10 years.

- **Changing Room Pavilions**

We constructed and refurbished over 70 pavilions in our financial year 2023, 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're committing to 1,000 new pavilions over the next 10 years.



# 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](mailto:jobs@footballfoundation.org.uk)

# OUR CORNER VALUES

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 PASSIONATE SUPPORTERS

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 A UNITED TEAM

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.



**1,000**

3G football turf pitches delivered



**1,300**

Changing room pavilions delivered



**12,000**

Natural grass pitches delivered

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## LOCATION

We're currently trialling a hybrid working model designed so that we can collaborate, connect, and create a positive culture together. During this trial, we ask everyone to come into the office on Mondays, plus any other days we require, driven by business needs. This usually averages out at twice per week (including Mondays). We also hold quarterly two-day organisation-wide get-togethers, which we call Squad Meet-Ups. These are in addition to regular office attendance. The rest of the time we all have the flexibility to choose to work from home if we aren't needed in the office in person.

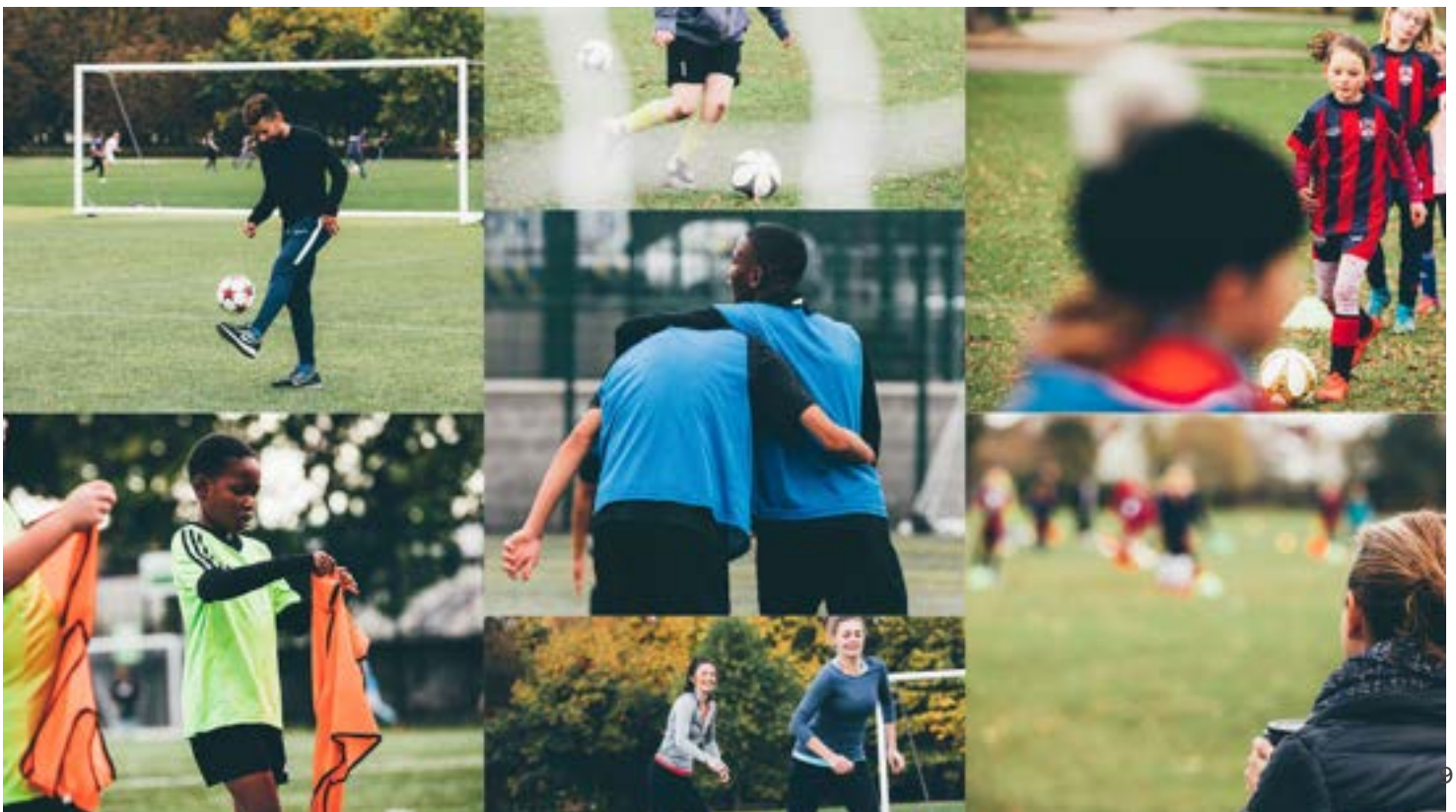
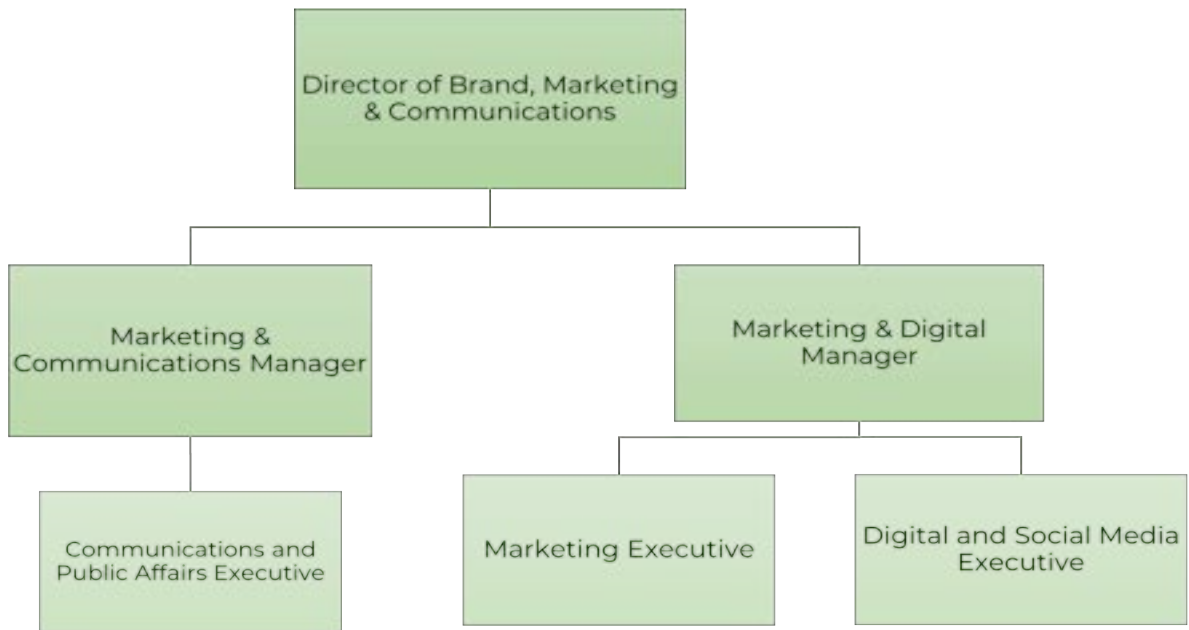


# THE ROLE - DIGITAL & SOCIAL MEDIA EXECUTIVE



The main purpose for this role is to manage and maintain high quality digital and social media channels and create engaging content. You will also be implementing digital and social media plans to promote the ambition, programmes and campaigns of the Football Foundation and Premier League Stadium Fund (PLSF), driving reach, positive coverage and increased awareness of the investment and work of the Funding Partners.

*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.*



## Digital Channel Management

✓ **Working with Marketing & Digital Manager to develop a digital, social media and content strategy to meet the Foundation's and PLSF's goals**

✓ Implementing digital, social media and content strategy

✓ **Maintaining high quality, on brand and up-to-date digital and social media channels**

✓ Supporting the Marketing & Digital Manager in briefing agencies/production partners to create content (video, animation etc) to drive growth and engagement across social channels

✓ **Helping to ensure all channels are on-brand in look and feel, and tone of voice**

✓ Working with the team to deliver excellent UX and UI across all platforms

✓ **Producing campaign analysis reports**

✓ Maintaining an asset management system to ensure content is up to date for all stakeholders

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

## Campaign Management

✓ Delivering impactful organic and paid for digital campaigns (with agency support)

✓ **Working with the wider team to plan campaigns and then managing and delivering the digital and social media elements**

✓ Planning, executing and tracking any email/CRM campaigns ensuring adherence to data protection guidelines

✓ **Delivering campaign evaluations, including insight, analytics and recommendations**

## Content

✓ Delivering and analysing content across social media channels and responding to what that tells us

✓ **Ensuring Funding Partner content is included in Foundation and PLSF channels to support their objectives**

✓ Supporting the creation of engaging, entertaining and informative written, film and photographic content

✓ **Helping identify and deliver a pipeline of filmed, photographic and written case studies**

✓ Managing relationships with the Foundation Groundskeeping Community, delivering the content strategy and community growth

## Stakeholder Management and Team Playing

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

## Other Activity

- ✓ Undertaking any other reasonable management request, including duties as can be reasonably expected to ensure the smooth running and efficiency of the Marcomms team and wider organisation
- ✓ **Carrying out duties and responsibilities of the post, always in accordance with the Foundation's policies and principles**
- ✓ Complying with data protection in all matters
- ✓ **Upholding the 'Four Corners' of the Football Foundation.**
- ✓ Demonstrating a commitment to equality, diversity and inclusion.



# APPLICATION REQUIREMENTS



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## QUALIFICATIONS

- ✓ Degree qualification or equivalent experience, preferably in a social media, digital or content role (Essential).



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## KNOWLEDGE & EXPERIENCE

- ✓ **Knowledge of football, in particular the grassroots game (Desirable).**
- ✓ Extensive experience in a Digital Marketing role (Essential).
- ✓ **Delivering digital and social media campaigns with excellent results; including writing agency briefs, reviewing work, and creating presentations with a strong creative instinct (Essential).**
- ✓ Understanding of how to use marketing techniques to increase the visibility, profile, and reputation of an organisation (Essential).
- ✓ **Social media analytics, including key metrics and using them to measure and deliver reports on performance and inform future activity (Essential)**
- ✓ Dealing with organisations and influencers on social media, with a strong interest in the news and good media contacts (Essential).
- ✓ **Delivering and analysing content across social media channels (Essential).**
- ✓ Measuring the impact of marketing and communications campaigns (Essential).
- ✓ **Familiarity with data protection principles, particularly in the context of marketing and communications e.g. PECR (Privacy and Electronic Communications Regulations) (Desirable).**



# APPLICATION REQUIREMENTS



## ESSENTIAL SKILLS AND ABILITIES

- ✓ Excellent executional operator with first class organisation and planning skills, with the ability to adapt and respond to changing situations and manage multiple projects.
- ✓ **Proficient in Microsoft Office packages, CRM systems, CMS systems, video editing software and graphic design packages.**
- ✓ Understanding of social media platforms and their features, emerging trends and generating creative ideas of how best to optimise them.
- ✓ **Strong copywriting skills, from social media posts to longer form blogs**
- ✓ 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.**
- ✓ Campaign management with the ability to handle multiple projects and workstreams at once.
- ✓ **Building and maintaining 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.**
- ✓ A united 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.
- ✓ **A passionate supporter, committed to the Foundation's Four Corners and the delivery of its strategic objectives.**
- ✓ A star performer, striving for excellence and committed to self-development to support the growth of the Football Foundation and requirements of the role.
- ✓ **A committed fair player, with an understanding of and passion for equality, diversity and inclusion.**
- ✓ 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 EXECUTIVE



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## SALARY & BENEFITS

- **The salary band for this role is £35,000 to £39,000 per annum (dependent on relevant skills and 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), **collective bonus scheme, free healthcare provision, a monthly gym subsidy, 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.



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## 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 Team.**



## 1. APPLICATION

To apply, please follow the steps outlined below:

- 1. Please send the following to [jobs@footballfoundation.org.uk](mailto: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.
- 2. 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 8 May 2024, 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.

**1st stage Interviews are currently scheduled for:**

16 & 17 May 2024

## 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](mailto: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](mailto:jobs@footballfoundation.org.uk)



*For more information, please email:*  
[jobs@footballfoundation.org.uk](mailto:jobs@footballfoundation.org.uk)

