



Job Description

Post Title

Marketing and Communications Executive (fixed-term for one year in the first instance)

Department/Location

Huddersfield Town Foundation (Leeds Road Sports Complex) and PPG Canalside

Reports to

Huddersfield Town Foundation Head of Business Development and Operations, with oversight from the Marketing and Communications Director

Purpose of the Role

To promote and communicate the activities of the Huddersfield Town Foundation, the official registered charity of Huddersfield Town, both internally around the Club and externally to key stakeholders and supporters.

The Huddersfield Town Foundation's mission is: 'To use the power of the football club to engage, inspire and have a positive impact on the local community. We are: ONE CLUB, ONE COMMUNITY.'

The Huddersfield Town Foundation promotes five key pillars of activity, which are: Education; Health; Inclusion; Sport, and Trust/Fundraising.

Functional Links

Internal: Marketing and Communications Director
Marketing and Communications Team
Head of Business Development and Operations (Huddersfield Town Foundation)
Huddersfield Town Foundation team, including the Senior Leadership Team, project leads and other staff
All Club personnel

External: Club/Foundation photographer
Partners
Funding bodies/organisations
Suppliers
Schools
Community groups
Session participants



Key Performance Indicators

- Evidence of increased publicity of and engagement with the work of the Huddersfield Town Foundation;
- An increase in the quantity and quality of news features relating to the Huddersfield Town Foundation;
- Social media publicity of the Huddersfield Town Foundation increases across all social media platforms; and,
- A communication strategy is developed and implemented, to maximise exposure to and publicity of the work of the Huddersfield Town Foundation.

General Responsibilities

The post holder will be required to:

- Work closely with both HTAFC's Marketing and Communications Team and the Huddersfield Town Foundation staff to promote and communicate the activities of the Foundation, both internally and externally;
- Work with the Huddersfield Town Foundation's Senior Leadership Team and project leads to identify activities and opportunities that can be publicised to external stakeholders as appropriate and relevant; and,
- Working with the Club's Marketing Manager, to develop and oversee marketing campaigns to promote the products/programmes and services of the Huddersfield Town Foundation.

Role Specific Responsibilities

The post holder will be required to:

- Manage relationships with the press and media with assistance from the Club's Press Officer;
- Manage and develop new relationships with parties who will help in promoting the activities of the Huddersfield Town Foundation;
- Work with the Marketing and Communications Director to brief and educate HTAFC staff (including but not limited to playing staff) on key strategic information related to the Huddersfield Town Foundation for interviews and other purposes;
- Create bespoke content for the Huddersfield Town Foundation's official channels, including but not limited to www.htafcfoundation.com and the official match day programme;

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- Work alongside the existing Marketing and Communications team in creating bespoke video and other media content for the Huddersfield Town Foundation social media channels, including (but not limited to) Twitter, Facebook and Instagram;
 - Conduct research and analyse data to identify and define audiences;
 - Execute additional tasks as required to meet the Huddersfield Town Foundation and HTAFC's changing priorities;
 - Create a calendar of marketing and promotion for regular Huddersfield Town Foundation activity, initially focusing on the next quarter, with a view to planning a calendar for a full year;
 - Assist in collating specific brand guidelines for the Huddersfield Town Foundation;
 - Act as the liaison between the Huddersfield Town Foundation and the Club photographer as required; and,
 - Undertake any other duties as required by the Marketing and Communications Director, the Huddersfield Town Foundation Chief Executive Officer, and/or any other Senior Manager/Director.

Behaviour/Conduct

The post holder will be required to:

- Be proactive with workload and interventions;
- Seek to continually develop their skills and knowledge;
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role;
- Communicate appropriately at all levels;
- Be flexible in hours of work;
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics;
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 1998 and the General Data Protection Regulation (GDPR) 2018;

- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others;
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people; and,
- Be respectful of others at all times and behave in a non-discriminatory manner, taking account of all protected characteristics as specified in the Equality Act 2010.

Additional Information

Safeguarding:

Huddersfield Town Association Football Club (HTAFC) Ltd. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will also be required to undergo Safeguarding Training, to be agreed with the Head of Safeguarding.

Equality, Diversity and Inclusion

HTAFC and the Huddersfield Town Foundation are diverse environments in which all characteristics under the Equality Act 2010 are respected; we want everyone to feel valued and included within the Club and Foundation, and to be able to achieve their full potential. We have a zero-tolerance approach to any form of discrimination and are committed to the redress of any inequalities by taking positive action where appropriate.

Accepted by:

Name (Printed)

Name (Signed)

Date

This job description was prepared in October 2019.

The proposed review of this job description is October 2020.

Person Specification

Post Title

Marketing and Communications Executive (fixed-term for one year in the first instance)

Area of Expertise	Essential	Desirable
Experience		<ul style="list-style-type: none"> • Previous, recent experience in a Marketing and Communications role. • Previous experience in a sporting environment.
Qualifications	<ul style="list-style-type: none"> • A good standard of general education including GCSE English and Maths at Grade A*-C/Grade 9-4. 	<ul style="list-style-type: none"> • An Honours Degree or equivalent level qualification in Marketing and Communications or a related discipline.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Excellent IT skills including working knowledge of Microsoft Office. • Working knowledge of database systems. • Excellent communication skills, both written and verbal. • Ability to work on own initiative and with minimal supervision. • Ability to take instruction from others. • Commitment and ability to adhere to the Company's policies and procedures. 	<ul style="list-style-type: none"> • Ability to navigate and maximise the potential of social media platforms, to successfully promote and publicise an organisation and its activities. • Ability to prepare and work to marketing briefs.

Area of Expertise	Essential	Desirable
Additional Requirements	<ul style="list-style-type: none"> • Suitable to work in an environment in which there will be contact with children and young/vulnerable adults. • Committed to equality and diversity initiatives, and anti-discriminatory practice. 	<ul style="list-style-type: none"> • Flexible approach to work and working hours, to fulfil the requirements of the role.