



**HUDDERSFIELD TOWN  
FOUNDATION**

The Club's Official Charity

# APPLICATION PACK

## MARKETING & COMMUNICATIONS OFFICER

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November 2024

HELPING/INSPIRING/ENRICHING/  
LISTENING/BUILDING/GUIDING/  
EDUCATING/TEACHING/LEARNING/  
MOVING/THINKING/APPLYING/  
IMPROVING/TALKING/CHALLENGING/  
FEEDING/PLANNING/COMMUNICATING/  
LEADING/WORKING/CREATING/  
FIXING/CONTRIBUTING/

**SUPPORTING**

# WELCOME TO HUDDERSFIELD TOWN FOUNDATION

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Thank you for your interest in becoming the **Marketing and Communications Officer** for the **Huddersfield Town Foundation**.

It is an incredible time to be joining the Charity as we continue in our work to tackle the consequences of inequality providing positive opportunities and support to the community of Kirklees.

Having launched our new strategy in January 2022 and more recently developed a Theory of Change the Foundation now has a clear direction.

For over 10 years as the official charity of Huddersfield Town Football Club the Foundation has been inspiring people, creating opportunities, and working with other local organisations to deliver a variety of projects across Kirklees. We've done a lot and there is more to do! We always work to create a new chapter in our story.

We are rooted in our community. The unique needs of Kirklees are part of how we define our purpose, along with our passion for football and support our distinct set of knowledge and skills and the resources we can access to make it all happen. The Huddersfield Town Foundation can't meet all the challenges that face our community but there are issues where we strongly believe we can make a difference.

We are happy to answer any questions that you may have, and we look forward to receiving an application from you.



# OUR PURPOSE

We are rooted in our community and the unique needs of Kirklees are part of how we define our purpose, along with our passion for football and support, our distinct set of knowledge and skills, and the resources we can access to make it all happen.

## OUR MISSION

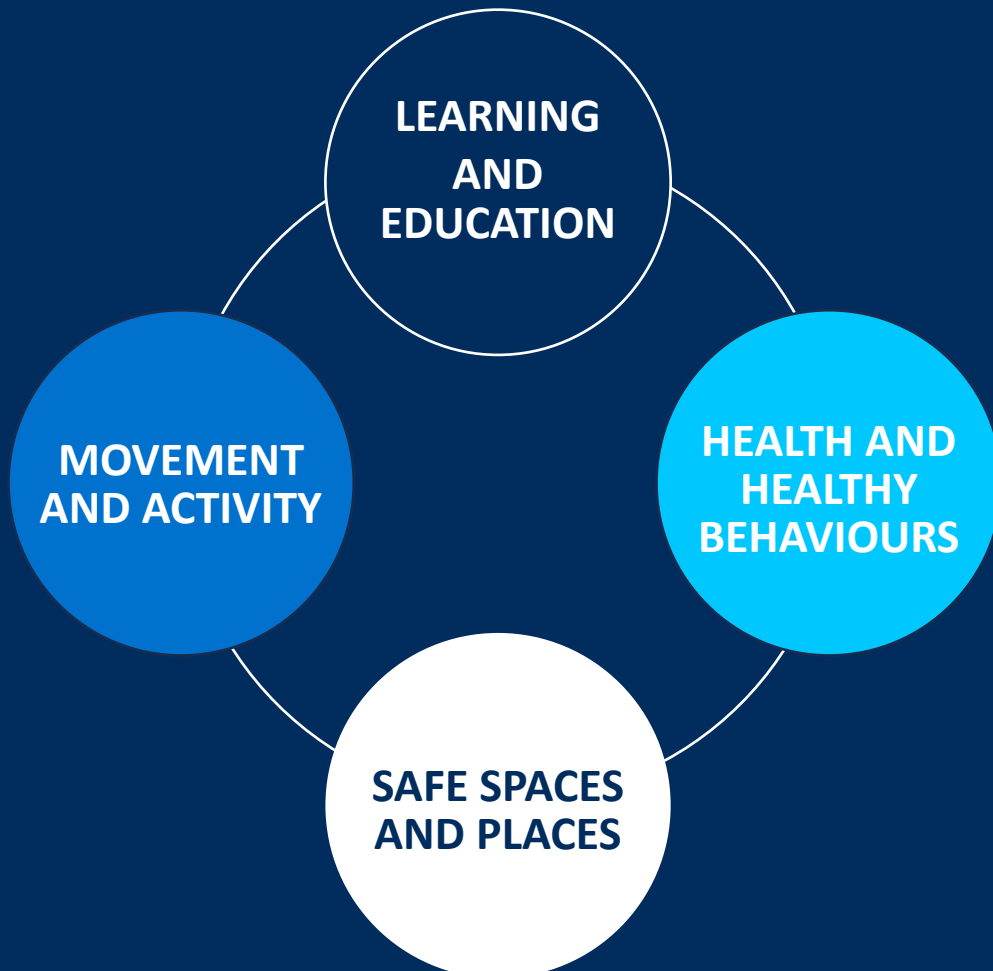
To tackle the consequences of inequality by working to provide positive opportunities and support to the community of Kirklees.

## OUR VISION

To create lifelong opportunities for people in Kirklees to feel safe, healthy, and included as part of a community.

## MAKING AN IMPACT

Where we believe we can make the most impact in Kirklees:



## WHO WE ARE

The Huddersfield Town Foundation is a Club Community Organisation (CCO). There are over 92 in England, each one connected to a professional football club. Clubs and their CCOs are perfectly placed to help the community around them and successfully engage with groups that other programmes fail to reach.

The Foundation has charitable status and has a Board of Trustees. Established in 2012 the organisation has grown to 25 full-time staff and has an annual turnover in excess of £1m.

ESTABLISHED IN

**2012**

FULL TIME STAFF

**25**

TURNOVER

**£1,000,000+**

## OUR CULTURE

Our culture is our character and personality. We are:

**COLLABORATIVE**

**OPEN &  
BRAVE**

**CARING &  
RESPECTIVE**

**CONSISTENT &  
DETERMINED**

**IMAGINATIVE  
& INSPIRING**



# HUDDERSFIELD TOWN FOUNDATION STAFF BENEFITS



**ANNUAL LEAVE DAYS**  
**25**  
+8 BANK/PUBLIC HOLIDAYS

**PERFORMANCE REVIEWS**



COMPANY  
**PENSION**  
SCHEME



**ANNUAL SALARY REVIEWS**

## TRAINING + DEVELOPMENT



DISCRETIONARY, NON-CONTRACTUAL  
**2**  
DAYS OF LEAVE

**FLEXIBLE WORKING**



**FREE CAR PARKING**

LAPTOP  
**MOBILE**  
BRANDED CLOTHING



ACCESS TO TICKETS TO HOME HTAFC LEAGUE FIXTURES  
+ CLUB SHOP DISCOUNT

STAFF  
**SOCIAL**  
ACTIVITIES

**PRIVATE HEALTH CARE CASH PLAN**

**HEALTH + WELLBEING SUPPORT**

# APPLICATION PROCESS

## JOB VACANCY

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Please find below details of the application process and further information to assist you in its completion.

To apply you should submit a completed application form to [recruitment@htaafcfoundation.com](mailto:recruitment@htaafcfoundation.com)

### **Closing Date**

2<sup>nd</sup> December at midday.

All applicants will be notified whether they are invited to attend interview or if they have unfortunately been unsuccessful on this occasion. The volume of applications received prevents us from giving feedback to applicants who are not shortlisted to attend for interview.

Should you wish to have an informal discussion about the role please contact:

Kat Clarke (Chief Operating Officer)

07341 127 420, [kat.clarke@htaafcfoundation.com](mailto:kat.clarke@htaafcfoundation.com)

### **Assessment**

Applications are assessed against the 'essential' and 'desirable' criteria for the role, as set out on the person specification. Please ensure, therefore, that your application fully reflects how you meet these criteria.

The Huddersfield Town Foundation welcomes applications from all sections of the community.

We are committed to the redress of any inequalities by taking positive action where appropriate.

We welcome applications from disabled candidates. We are also seeking to diversify our workforce, particularly by gender and ethnicity.

We will apply for references for the successful candidate following the selection process..



# JOB VACANCY

## MARKETING & COMMUNICATIONS OFFICER

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### Reports to

Chief Operating Officer

### Salary

£24,500 to £29,500 depending on experience and skills

### Working pattern

Full time, 37.5 hours per week. Flexible working and/or reduced hours could be considered.

### Department/Location

The Huddersfield Town Foundation, Leeds Road Sports Complex

### Further details

Permanent Contract.

We are aiming to appoint a Marketing and Communications Officer to promote and communicate the activities and events of the Huddersfield Town Foundation to both Club fans and wider key stakeholders, potential supporters, and participants. The post holder will be a key member of the Foundation working alongside all departments of the organisation.

The successful candidate will develop and implement communication that will deliver meaningful increased awareness for the Huddersfield Town Foundation, across Kirklees, that enhances the organisation's reputation and brand.

The Foundation launched its first strategy in January 2022. The Foundation currently employs circa 26 members of staff and has a turnover of £1.3m. The Foundation Board has ambitious plans for the development of the organisation and requires resilient, innovative, and motivated staff to assist with the implementation of their vision.





# JOB DESCRIPTION

## MARKETING & COMMUNICATIONS OFFICER

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### Overview of the Role

The Marketing and Communications Officer will work closely with the Chief Executive Officer, Chief Operating Officer, the Head of Programmes, Senior Managers and other members of the Huddersfield Town Foundation Team to promote and publicise the activities and outcomes delivered across programmes and events.

The Marketing and Communications Officer will support the Foundation to promote its activities to a range of current and potential audiences. The post holder will develop and implement communication that will deliver meaningful increased awareness for the Huddersfield Town Foundation, across Kirklees and Yorkshire, that enhances the organisation's reputation and brand.

### Functional Links

**Internal:** Huddersfield Town Foundation Chief Executive Officer  
Huddersfield Town Foundation Chief Operating Officer  
Huddersfield Town Foundation Head of Programmes  
Huddersfield Town Foundation staff including the Senior Leadership Team  
Board of Trustees  
Huddersfield Town FC Communications and Marketing departments  
Staff and managers throughout the Foundation and Club

**External:** Including but not limited to:

- Local stakeholders and partners
- Third Sector groups
- Media contacts and agencies
- Other Football Club Foundations (CCOs)



# JOB DESCRIPTION

## MARKETING & COMMUNICATIONS OFFICER

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### Key Performance Indicators

- Evidence of increased publicity and engagement with the work of the Huddersfield Town Foundation.
- Increase in the quality and quantity of social media and other media content relating to the Huddersfield Town Foundation.
- Increase in the engagement and followers on our social media platforms, ensuring our content is tailored to the relevant audiences.
- To effectively manage the content, news stories and relevant updates alongside the ongoing development of the Huddersfield Town Foundation website.

Specific targets for the increases specified above will be agreed with the post holder on at least an annual basis.

### Role Specific Responsibilities and Accountabilities

The post holder will be required to:

- Work closely with the Huddersfield Town Foundation staff to promote and communicate the activities of the Foundation using Foundation social media platforms, email marketing platform, website and other external media.
- Liaise with the Head of Programmes to ensure that regular First Team, Women's Team and Academy player appearances at Foundation programmes and events are captured appropriately and marketing in a timely manner.
- Plan and attend Foundation programmes and events to generate digital content.
- Working alongside the Head of Programmes and Senior Managers, plan and coordinate the creation of content on the Foundation's work for use in the Club's Match Day programme.



# JOB DESCRIPTION

## MARKETING & COMMUNICATIONS OFFICER

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- Working collaboratively with Senior Managers to develop and oversee marketing campaigns to promote the programmes, events, and services of the Huddersfield Town Foundation.
- Work with Head of Programmes and Senior Managers to produce marketing and communication plans that successfully target the intended audiences using the most appropriate channel(s) and media.
- Working collaboratively with Programme Managers to develop compelling case studies and human-interest stories that demonstrate the impact of the Foundation's work.
- Proactively develop relationships with local and regional newspaper groups, and media outlets and agencies.
- Actively manage relationships with key stakeholders including partner media departments, the Premier League, Premier League Charitable Fund, the PFA, EFL in the Community, Kirklees Council, and other football community trusts / foundations.
- Track social media analytics and maintain accurate records of the Foundation's media coverage, also compiling quarterly report for the Board of Trustees.
- Assist in the design production of an annual impact report for the Foundation.
- Act as the liaison between the Huddersfield Town Foundation and the Club Marketing and Communications departments.



# JOB DESCRIPTION

## MARKETING & COMMUNICATIONS OFFICER

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### Other

- Take responsibility for and be committed to personal and professional development, also keeping up to date with legislation, regulation, guidance, standards, Government policy, and research relating to all aspects of the role.
- Work occasional match days, evenings, and weekends as required.
- The post holder will be required to undertake any other duties as required by the Senior Youth Engagement Manager, the Chief Operating Officer, and/or any other Senior Manager/Director, commensurate with the level of the post.

### 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 2018 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.
- Respect others and behave in an inclusive and non-discriminatory manner, taking account of all protected characteristics as specified in the Equality Act 2010.



# JOB DESCRIPTION

## MARKETING & COMMUNICATIONS OFFICER

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### **Additional Information**

#### **Safeguarding**

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

It is anticipated that the role will involve the supervision of and work with children and young people or vulnerable adults; therefore, the post holder will require an Enhanced Criminal Records Check (CRC) through the Disclosure and Barring Service (DBS) and clearance for work in football by the FA.

Applicants must disclose all previous convictions including spent convictions in accordance with the associated legislation.

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provide that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account.

Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website.

The post holder will also be required to undergo safeguarding training, to be agreed with the Foundation Designated Safeguarding Manager.

#### **Equality, Diversity, and Inclusion**

Huddersfield Town AFC and the Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; 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 we are committed to the redress of any inequalities by taking positive action where appropriate. All employees are required to always support and uphold this zero-tolerance approach.



# PERSON SPECIFICATION

## MARKETING & COMMUNICATIONS OFFICER

### Post Title

Marketing and Communications Officer

Area of Expertise	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Previous, recent experience in a Marketing and Communications role (paid or voluntary).</li> <li>▪ Experience of using a variety of social media platforms to successfully promote and deliver key messages.</li> <li>▪ Experience of uploading written and visual content via a content management system.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Previous experience in a sporting environment.</li> <li>▪ Experience of using video, photography, and audio equipment to produce creative and innovative content.</li> <li>▪ Experience of using design tools, e.g., Canva, to produce social media graphics.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>▪ A good level of literacy and numeracy.</li> <li>▪ Safeguarding training/ qualification (or a commitment to complete upon employment)</li> </ul>	<ul style="list-style-type: none"> <li>▪ An Honours Degree or equivalent level qualification in Media / Marketing and Communications, or a related discipline.</li> </ul>



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## MARKETING & COMMUNICATIONS OFFICER

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Area of Expertise	Essential	Desirable
<p><b>Specific Skills and Knowledge</b></p>	<ul style="list-style-type: none"> <li>▪ Competent user of IT including Microsoft Office applications.</li> <li>▪ Working knowledge of newsletter systems.</li> <li>▪ Excellent communication skills, both written and verbal.</li> <li>▪ Ability to produce compelling impact stories.</li> <li>▪ Able to work on own initiative and with minimal supervision.</li> <li>▪ Able to take direction from others.</li> <li>▪ Resilient and able to manage competing priorities.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Able to build effective relationships with key stakeholders and confidently relate to internal and external partners.</li> <li>▪ A passion to make a difference using the power of sport, physical activity, and learning.</li> </ul>



# JOB DESCRIPTION

## MARKETING & COMMUNICATIONS OFFICER

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Area of Expertise	Essential	Desirable
<b>Additional Requirements</b>	<ul style="list-style-type: none"><li>• Flexible approach to work and working hours, to meet the demands of the role.</li><li>• Suitable to work with children and young/vulnerable adults e.g., evidenced by an up-to-date DBS Enhanced Disclosure.</li><li>• Committed to equality and diversity initiatives and inclusive practice.</li><li>• Able to travel to a wide range of locations, using own or public transport.</li><li>• Able to uphold and fulfil the Huddersfield Town Foundation's vision and mission statements.</li></ul>	<ul style="list-style-type: none"><li>▪ Full driving license and access to a vehicle.</li></ul>







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THANK YOU FOR YOUR  
INTEREST IN THE  
FOUNDATION

