



**HUDDERSFIELD TOWN
FOUNDATION**

The Club's Official Charity

APPLICATION PACK

MARKETING & COMMUNICATIONS MANAGER

May 2025

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

Thank you for your interest in becoming the **Marketing and Communications Manager** 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

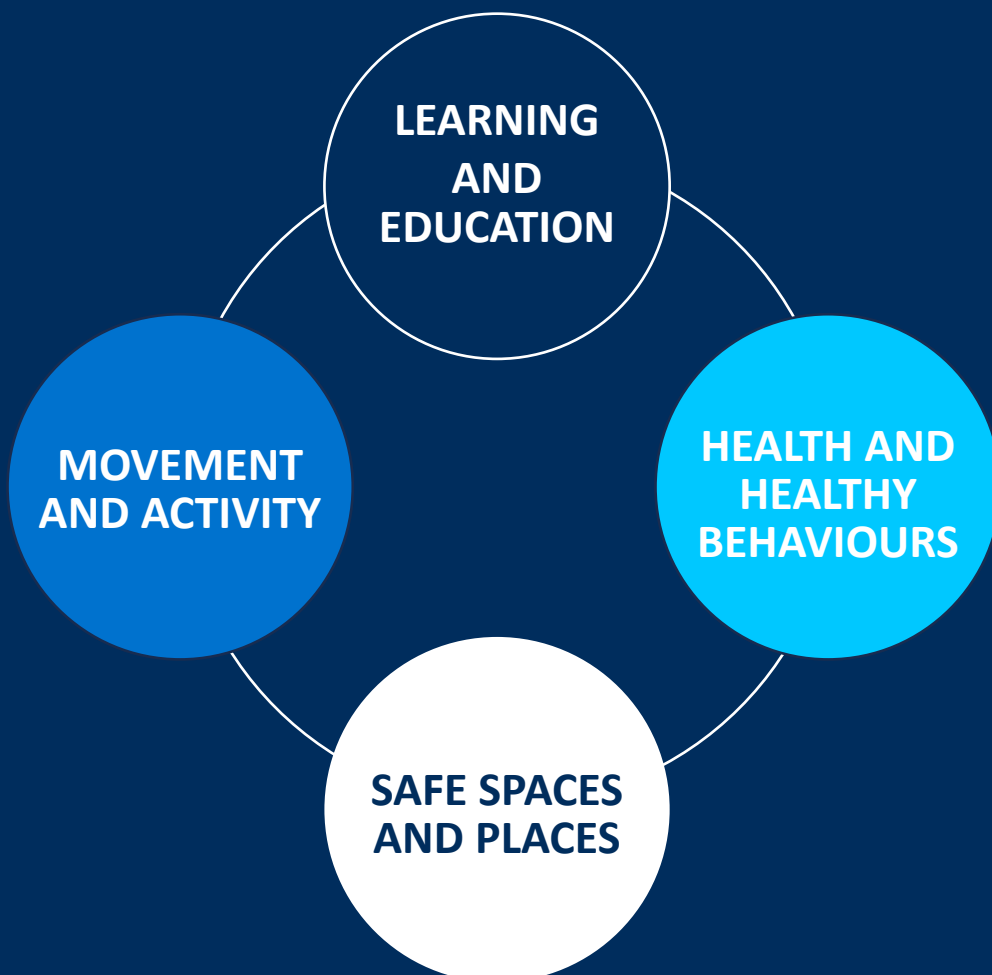
To tackle the consequences of inequality by working to provide positive opportunities and support to the community of Kirklees.

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



DAYS OF LEAVE - DISCRETIONARY, NON-CONTRACTUAL
2

**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

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

To apply please submit a cover letter, CV and complete and return our Data Protection, Declaration, and Equality Monitoring Form to recruitment@hta-foundation.com.

Closing Date

Friday 30 May 2025 at 12.00pm.

Shortlisted candidates will be invited for an interview. Due to high application volumes, we regret that we cannot provide feedback to those who are not shortlisted.

For an informal discussion about the role, please contact:

Sam Dainty (Chief Executive Officer)

07791 221485, sam.dainty@hta-foundation.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 MANAGER

Reports to

Chief Executive Officer

Salary

£29,000 to £33,000 per annum, (depending on experience and skills)

Working pattern

Full time, 37.5 hours per week (flexible working options available).

Department/Location

The Huddersfield Town Foundation, Leeds Road Sports Complex

Contract type:

Permanent.

The Marketing & Communications Manager will lead and oversee all marketing, PR and communications activities for the Huddersfield Town Foundation. The successful candidate will develop and execute strategies that enhance the organisation's reputation, increase engagement with stakeholders, and showcase the Foundation's impact. This is a leadership role requiring strategic thinking, creativity, and the ability to manage a variety of workstreams.



JOB DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

Overview of the Role

The Marketing & Communications Manager will be responsible for developing and delivering a cohesive marketing and communications strategy that aligns with the Foundation's mission. They will ensure brand consistency, drive audience engagement, and enhance the organisation's visibility across multiple channels. The Marketing & Communications Manager will work closely with the Chief Executive 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 Manager 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 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 MANAGER

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:

- Develop and implement a comprehensive marketing and communications strategy, aligned with the Foundation's strategic objectives.
- Lead and manage the marketing and communications plan, overseeing content creation, PR activities, and digital engagement.
- Oversee social media strategy, driving growth and engagement across key platforms.
- Build and maintain relationships with key stakeholders, including local media, community partners, and corporate sponsors.
- Lead on PR and media relations, ensuring positive coverage of the Foundation's work.
- Develop compelling campaigns to raise awareness of the Foundation's initiatives and fundraising efforts.
- Manage the production of high-quality marketing materials, including newsletters, brochures, and the annual impact report.



JOB DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

Role Specific Responsibilities and Accountabilities continued.

The post holder will be required to:

- Analyse data and insights to measure the effectiveness of marketing activities and make data-driven recommendations.
- Support internal communications, ensuring staff and volunteers are engaged and informed about key initiatives.
- Oversee event marketing and promotion, ensuring maximum reach and participation.



JOB DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

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 Foundation leadership team.

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 MANAGER

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 MANAGER

Post Title

Marketing and Communications Manager

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none">▪ Significant experience in a marketing, PR or communications management role.▪ Proven track record of developing and delivering successful marketing strategies.▪ Experience in managing and leading multiple projects.▪ Strong knowledge of digital marketing, social media management and content creation.	<ul style="list-style-type: none">▪ Experience working in the sports, charity, or community sector.▪ Experience of fundraising communications and sponsorship development.▪ Experience of brand collaboration.
Qualifications	<ul style="list-style-type: none">▪ A good level of literacy and numeracy.▪ Safeguarding training/ qualification (or a commitment to complete upon employment)	<ul style="list-style-type: none">▪ An Honours Degree or equivalent level qualification in Media / Marketing and Communications, or a related discipline.



JOB DESCRIPTION

MARKETING & COMMUNICATIONS OFFICER

Area of Expertise	Essential	Desirable
Specific Skills and Knowledge	<ul style="list-style-type: none">▪ Excellent written and verbal communication skills with the ability to create engaging content.▪ Ability to build relationships with key stakeholders, including media, partners and sponsors.▪ Strong analytical skills to measure marketing effectiveness and drive improvements.▪ High level of creativity, initiative and strategic thinking.▪ Ability to work independently and manage multiple priorities.▪ Familiarity with design tools such as Adobe Creative Suite.	<ul style="list-style-type: none">▪ Knowledge of the football industry and it's community outreach programmes.



JOB DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

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





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The Club's Official Charity

THANK YOU FOR YOUR
INTEREST IN THE
FOUNDATION

