



**community
trust**

job application pack

stronger · healthier · more active communities

VISION

Our vision is clear and ambitious:
Stronger, Healthier, More Active
Communities

MISSION

To work with Fleetwood Town Football Club
and our key partners to inspire, empower,
and help individuals and communities to
improve their physical health and
mental wellbeing

VALUES

- Trust- We will always be open , honest, transparent and reliable.
- Commitment- We are steadfast in our dedication to our community, partners, and participants.
- Inclusivity- We will always strive to provide a platform of opportunity for all.
- Teamwork- We will always support each other, and foster lasting two-way relationships.
- Inspiration- We will provide leadership, hope and opportunity through innovation.

Job Vacancy

Communications & Marketing Coordinator

Job Title: Communications & Marketing Coordinator

Location: Fleetwood Town FC Community Trust, Poolfoot Farm, Butts Road, Thornton-Cleveleys, Lancashire, FY5 4HX

Rate of Pay: £22,000 - £24,999

Hours of Work: Weekdays with occasional evenings and weekends.

Reports to: Operations Manager

Contract Status: Full Time (37 hours per week)

Overview of Company: Fleetwood Town Community Trust (FTCT) is a vibrant and active community project that aims to provide socially inclusive community, health and education engagement programmes which aim to make a difference to the lives of people within our communities.

Purpose of Position:

- Fleetwood Town Community Trust has an exciting opportunity for a newly created Communications and Marketing Coordinator role.
- To promote and communicate the activities of the Trust, the official registered charity of Fleetwood Town Football Club, both internally around the Club and externally to key stakeholders, supporters and the wider community.
- We are looking for forward thinking, driven, ambitious people who are enthusiastic, ambitious, hardworking, reliable and want to join our community team.



Core Duties & Responsibilities:

- Responsible for coordinating campaigns across various channels, including social media, email, and events, as well as managing our website and producing marketing materials.
- Leading on the creation and delivery of a communications and marketing strategy for the Trust.
- Liaise with club's communications and marketing team to further promote the "Fleetwood Town Family".
- Plan and implement new innovative ideas towards greater marketing reach and awareness of specific campaigns.
- Work cohesively with the Senior Management Team to align marketing budgets and projects aims.
- Build relationships with local, regional and national media outlets, where emotive stories can be shared to larger platforms.
- To increase publicity and awareness of Fleetwood Town Community Trust initiatives.
- To conduct research and analyse data to identify targeted reach across multiple platforms.
- Design and produce quarterly newsletters to be distributed to stakeholders and the wider communities.



Person Specification:

Skills and Qualifications:

Skill, experience, or quality	Essential or desirable	How tested
Degree in relevant subject (e.g. Media/Marketing/Communications)	Desirable	Application
Experience in coordinating marketing campaigns for charitable/community focussed organisations	Desirable	Application
Minimum of GCSE Level C or above within English, Maths and ICT	Essential	Application
Background in a similar role, ideally 2-3 years' experience in marketing	Essential	Application
Strong interpersonal skills for communicating with a range of people and partners	Essential	Application & Interview
Excellent planning, organisational & time-management skills	Essential	Application & Interview
Skilled in Adobe Photoshop, Website management	Essential	Application & Interview
Ability to work under own initiative and meet timescales	Essential	Interview

Person Specification (continued):

Knowledge:

Skill, experience, or quality	Essential or desirable	How tested
Experience with digital marketing and analytics tools	Essential	Application & Interview
Knowledge of local stakeholders to link in with	Essential	Interview
A strong understanding of marketing and how it can be used to support the growth of new revenue streams	Essential	Application & Interview
Understanding of the importance of providing a high-quality experience for young people	Essential	Application & Interview
Knowledge of the various networks of media and communications within a football environment	Desirable	Application & Interview
Understanding of safeguarding, health and safety and equality principles, policies and procedures	Desirable	Interview

Other:

Skill, experience, or quality	Essential or desirable	How tested
Full UK Driving License & access to a suitable vehicle for work	Essential	Application & Interview
Positive attitude to work & dedication to making a difference	Essential	Interview

Safeguarding Statement:

The Club is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

The Club has systems in place to ensure that the welfare of vulnerable groups is dealt with appropriately and sensitively. Everyone working at the Club has a duty of care to safeguard the welfare of children and young people by creating an environment that protects them from harm. Our standards of practice ensure all staff are fully aware and understand their responsibilities under safeguarding legislation and statutory guidance.

The Club ensures that all staff that have a direct responsibility for children, young people, or vulnerable adults, have been subject to the most stringent of recruitment practices which include DBS and reference checks. These staff are alert to signs of abuse or maltreatment and will refer concerns to the relevant Designated Safeguarding Officers using the agreed safeguarding procedures.

Equality Statement:

Community Trust is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

FTFC Community Trust is also committed to the safeguarding of vulnerable groups.



Employee Benefits:

- Staff Wellbeing support available with a RAIS qualified counsellor
- Free car parking
- Overtime opportunities (Assisting on a match day or additional delivery)
- 28 days annual leave plus staff loyalty scheme
- Free access to holiday camp provisions delivered by FTFC CT
- Company pension scheme
- Discounted staff menu at Poolfoot Farm Sports & Leisure Complex
- FTFC Staff Uniform
- Monthly Perkbox rewards
- Quarterly Continuous Professional Development Review
- Annual staff awards evening



General Responsibilities:

Health and Safety

To take reasonable care for the health and safety of oneself, other employees and members of the public who may be affected by your acts or omissions at work

To comply with all aspects of the Fleetwood Town FC Health and Safety Policy and Arrangements, to enable the company to perform its civil and statutory obligations in relation to Health and Safety

Customer Service

Identify and meet the needs of colleagues and our customers, focusing on initiating and welcoming contact and communications whilst striving to deliver first class customer service

Recognise potential complaint situations and make effective steps to avoid and/or resolve these situations

Self-Development

To take responsibility for your own development and to help realise your own potential by undertaking any necessary internal or external training sessions in accordance with the Company's Performance and Development Review Policy

Teamwork

Ensure effective communication within your work team and across the Company whilst actively offering support and guidance as necessary

Employee Relations

To make suggestions to improve the working situation and contribute to positive employee relations within their area of work and Fleetwood Town FC as a whole



General Responsibilities (continued):

Equal Opportunities and Harassment

To cooperate with measures introduced to ensure there is equality of opportunity in employment.

To ensure understanding, awareness and compliance with the Company's Equal Opportunities Policies

To ensure that the working environment is free of sexual and racial harassment and intimidation and any other form of harassment constituting unacceptable behaviour which is personally offensive

This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.

All employees may be required to undertake any other duties as may be reasonably requested.

This job description may be subject to revision following discussion with the person appointed and forms part of the contract of employment.



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STRONGER, HEALTHIER, MORE ACTIVE COMMUNITIES

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