

APPLICATION PACK



Marketing and Communications Manager



MAYOR OF LONDON



INVESTORS
IN PEOPLE

APPLICATION PACK

Using the power of football, Charlton Athletic Community Trust (CACT) worked with over 43,500 people during 2018/19, empowering communities and changing lives. Based on the needs of the community, we work in partnership to deliver high quality programmes that deliver a lasting impact.

CACT is one of the biggest football community trusts in the country; principal areas of work are:

- Early Help and Prevention
- Education
- Equality, Diversity and Inclusion
- Football and Sports Development
- Health Improvement
- Social Action and Enterprise
- Youth Service

This is an exciting time to join CACT as we have recently launched a new three-year strategy for 2019-2022 based on our values:

- Passion – fuels our work
- Trust – safe and sound
- Engagement – stronger together
- Respect – two-way and vital
- Equality – open and fair
- Inclusion – that means you

Employee benefits include:

- Friendly working environment
- 23 days annual leave – this includes 3 days which must be taken at Christmas and an additional 1 day for every full year continuous service up to a maximum of 5 years
 - (plus 8 days statutory bank holidays)
- Internal and external training opportunities
- Employee Assistance Programme - includes a range of retail and entertainment discount vouchers
- Eye-care vouchers
- Cycle to Work scheme
- London Living Wage employer
- Healthy Workplace Award accreditation
- Investors In People accreditation

CACT are committed to embracing and fostering equality, diversity and inclusion in the workplace as well as in the delivery of its services, activities, and programmes, by promoting a positive organisational culture that values all staff and service users. We will strive to create an inclusive environment where everyone feels able to participate and achieve their potential.

The Marketing and Communications team works across Charlton Athletic Community Trust, promoting the work of the organisation to a wide range of external audiences.

The Marketing and Communications Manager plays a vital role in developing and leading on marketing and communications activities, implementing strategies to grow the organisation's reach and analysing and evaluating the team's activities. This is an exciting opportunity to join a growing team and make a real difference to the work of Charlton Athletic Community Trust.

The ideal candidate will have experience of a range of communications and marketing activities. They will be creative, organised, self-motivated and able to build good working relationships with a range of people internally and externally.



JOB DESCRIPTION

Job Title:	Marketing and Communications Manager	Reporting to:	Head of Fundraising and Development
Pay:	£34,000-£37,000	Contract type:	Permanent
Location:	CACT Office, CAFC Training Ground, New Eltham	Days and hours of work:	37.5 hours/week
Document created:	September 2023	Ref number	CACT/M&CM/2023

Purpose of the Role:

This post will lead the Marketing & Communications team with the overall responsibility of growing CACT's brand with new and existing audiences, raising awareness of the importance of CACT's work, and developing new and innovative approaches to communicate our messaging.

The role is line managed by the Head of Fundraising & Development and is expected to work independently to develop, implement, manage, and evaluate CACT's marketing and promotional strategies to external audiences.

This includes:

- Taking overall responsibility for all CACT marketing campaigns and projects.
- Advancing the profile and reputation of CACT through the delivery of a range of initiatives including communications, the production of printed materials, digital marketing, social media, PR, and promotional activity.
- The development of a marketing and communications strategy to guide our work in this area.

Additionally, the post holder will be expected to develop relationships with a range of stakeholders within the press and communications sector to further the reach of CACT's work and ensure maximum exposure to new audiences.

Key Responsibilities (but not limited to):

- Take full responsibility for the CACT brand
- Develop and execute marketing plans for all CACT programme strands and major CACT events, ensuring opportunities aren't missed to receive full brand exposure and enabling each project and event to reach its full potential
- Design and implement a digital marketing strategy, ensuring that all employees and strands are in sync, in order to raise the brand's profile and grow its reach

- Work with the team to generate creative content to promote events and projects through all CACT digital channels
- Work closely with Charlton Athletic Club staff to coordinate joint communications activities, including leading on CACT's themed match day activities
- Oversee a range of marketing collateral (brochures, banners, posters, flyers etc)
- Liaise with internal staff to request and collate information for publications and campaigns
- Use relevant tools, including specific analytics software, to evaluate digital activity, provide evidence of success and provide ideas and recommendations to improve digital and online presence across all platforms
- Analyse and evaluate marketing campaigns and activities and provide written reports to the Executive team, Trustees and others as appropriate
- Write and distribute press releases, promoting events and initiatives
- Develop relationships with and liaise with local and national media where relevant
- Monitor newspapers and online reporting which give coverage to CACT, and keep press cuttings
- Oversee the management of the CACT website and social media platforms with the overall aim of proactively engaging new audiences
- Provide line management to members of the marketing and communications department: Press and Communications Officer, Digital Design Officer
- Manage and work within the marketing and communications budget
- Attend training events to develop skills as identified in appraisal
- Other duties consistent with the requirements of the charity

PERSON SPECIFICATION

Job title: Marketing and Communications Manager

Person Specification		
Attributes	Essential	Desirable
Qualifications and experience	<ul style="list-style-type: none"> • A Level standard of education • Experience of the following: <ul style="list-style-type: none"> ○ digital communications ○ social media ○ marketing ○ press and PR • Evidence of developing creative marketing campaigns • Evidence of creating and delivering robust and flexible marketing and communications strategies • Experience of carrying out analysis and evaluation of marketing campaigns and activity • Experience of managing a budget 	<ul style="list-style-type: none"> • Knowledge and experience of the charity sector • Knowledge and experience of fundraising marketing • Experience of line management
Skills, ability & knowledge	<ul style="list-style-type: none"> • Previous experience of working with the Microsoft Office systems. • High standard of IT skills • Excellent organisational skills • Excellent interpersonal and networking skills • Excellent communication and presentation skills • Excellent writing skills • Ability to build and maintain good working relationships and work as part of a team 	
Personal qualities	<ul style="list-style-type: none"> • Enthusiasm and a willingness to try new ideas • Able to prioritise, plan and organise workloads • Flexible and adaptable approach to work demanding hours • Ability to work to tight deadlines in a high pressure environment • Ability to take initiative • A 'can-do' attitude • Attention to detail 	



APPLICATIONS

CACT is committed to safeguarding and promoting the welfare of children. Any job offer is subject to satisfactory employment references and Disclosure and Barring Service (DBS) check.

Application forms are available from <https://www.charltonafc.com/cact/get-involved/job-opportunities>

To apply for this role, please send a completed application form detailing how you meet the requirements of the role and an equal opportunities monitoring form to:

Jobs@cact.org.uk

Or via post marked private and confidential to:

Julia Crouch, HR Co-ordinator,
Charlton Athletic Community Trust
CAFC Training Ground
Sparrows Lane
New Eltham
SE9 2JR

Closing date for applications: Friday 20 October 2023

Successful candidates informed by the week following

Interviews: Wednesday 1 November 2023

CACT is committed to the safeguarding of its staff, volunteers and young people. Any job offer made is subject to satisfactory references and DBS check.