



ARGYLE
COMMUNITY
TRUST

JOB APPLICATION PACK

Communications Officer





Who we are...

We are the leading sport for social good charity in Devon and Cornwall, operating over 2,700 square miles.

We utilise the prestige of football and the reach of the club to inspire, engage, and help people of all ages, genders, races, and socioeconomic statuses, with a vision to 'provide opportunities to all people within our local communities by inspiring and empowering them through sport'.

Our values

We endeavour to uphold six core organisational values:

Professionalism - our staff are role models, coaches, mentors, and teachers and must conduct themselves professionally.

Inclusivity - we believe in fair play and having open access for all. We aim to celebrate diversity and focus on the needs of each individual and community.

Respect - we respect our partners, people, and communities and aim to gain the respect of others.

Excellence - we strive for excellence in all we do to support our beneficiaries and ensure they reach their full potential.

Honesty - we are open and transparent in all our work and with the communities we serve.

Pride - we are proud of what the organisation and its parent club represent.

What we do...

Our work across Devon and Cornwall focuses on removing barriers to participation and offering opportunities that are accessible to all communities in our operational area. We maintain a focus on disadvantaged and isolated communities, underrepresented groups, at-risk children, young people, and adults.

We strive to work ethically and transparently in everything we do.

Our mission

Our mission is to inspire and make a positive difference to Devon and Cornwall communities through the power of sport and the brand of Plymouth Argyle Football Club. In short 'We are One Argyle.'

Our work strands focus on six key areas, all aligning with our strategic aims which are to:

Empower people in the communities of Devon and Cornwall to overcome inequalities and raise aspirations by providing opportunities and accredited attainment.

Promote physical participation and wellbeing by encouraging healthier lifestyles and removing barriers to participation.

Inspire supporters to engage with our community outreach programmes.

Improve our systems and structures to ensure we provide quality, efficient services that are value for money.

Understand and measure the impact of our programmes on the community.





ARGYLE COMMUNITY TRUST

Organisation:	Argyle Community Trust
Position:	Communications Officer
Location:	Plymouth
Offices:	Home Park, Outland Road, Plymouth PL2 3DQ
Salary:	£21,184 - £24,128 per annum
Contract:	Full Time Permanent
Hours:	37.5 hours per week (includes some evening and weekend work)
Reports to:	Plymouth Argyle Football Media & Communications Manager

Benefits and Opportunities

We aim to ensure we look after our staff welfare and provide fair opportunities across the charity. Argyle Community Trust offers incentives and progression based on key performance indicators, appraisals and added value to the Trust.

Benefits

- Access to auto-enrolment pension scheme
- Relevant qualifications and training
- Ticket incentives for staff
- An opportunity to buy back on holidays
- Free access to courses for your children (immediate family) across Argyle Community Trust provisions
- Club Kit

Other Benefits

- Holiday allowance based on service, after 5 years of service your holiday entitlement will increase by 1 day each year, enabling you to increase your holiday allowance by up to 4 days
- Private healthcare after two years of service, not contractual but based on how the charity performs

Role Dependent Benefits

- The Trust will also consider individual requirements needed to complete a role including:
- Work mobile phone with some allowance for personal usage
- Use of company vehicle for work purposes only
- Car Allowance

Closing date for applications: Friday 13th October 2023, 5pm
Start Date: As soon as possible

The Role

Argyle Community Trust (ACT) is looking for an enthusiastic and talented Communications Officer to join our busy Marketing and Communications Team. The post-holder will be responsible for creating and sharing attractive communications that celebrate the charitable and community outreach work of the Trust. The job requires the post holder to plan and create content, both proactively and dynamically, to showcase the positive charity work being delivered by its staff and partners. Key responsibilities will include writing press releases for web and local media, constructing social media posts/campaigns, updating website stories, working with the Club Football Media & Communications Manager and Trust Marketing Manager.

As a key part of the Marketing and Communications team, the Communications Officer will be responsible for working with local and regional media sources to ensure ACT content is getting positive press exposure. Likewise, the post-holder will work internally with ACT Managers and relevant Plymouth Argyle Football Club (PAFC) staff to ensure a wide coverage of project successes is being recorded and shared across multiple channels.

This role will be based in Plymouth and will also offer the opportunity to cover the Trust's activities throughout our Devon and Cornwall locations where we deliver programmes ranging from football development centres to food banks, from walking football to summer roadshows and from education provisions to fun runs.

We would expect the candidate to have demonstrable experience of working in a communications environment developing and implementing communication, promotional, and distribution plans. In addition to this, the successful candidate must have a good understanding of media and press relations alongside practical knowledge and experience of using digital and social media platforms for marketing. The post-holder will contribute towards the creation of, and work aligned to, an agreed Marketing and Communication Plan. It will be their responsibility to ensure our charitable output gets regular, high-quality publication.

As a registered charity, Argyle Community Trust has a close working relationship with Plymouth Argyle Football Club and has access to support from the Club's extensive and experienced media team.

Primary Objectives of the Role

- Create and publish proactive communications that celebrate the charitable work of Argyle Community Trust across local and national levels.
- Increase Argyle Community Trust output/visibility across multiple platforms, including, but not limited to, social media channels, ACT website and local/regional external media outlets.
- Liaise with external media contacts in order to secure coverage of our charity projects across local and regional outlets, including newspaper, radio and TV
- Work with Club Football Media & Communications Manager and Trust Marketing Manager to develop and deliver an internal communications strategy to ensure all departments are updated regularly on ACT events, activities, and opportunities

Equality, Diversity and Inclusion

Argyle Community Trust is an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, or age.

Safeguarding

Argyle Community Trust is committed to safeguarding, protecting the welfare of all participants on our programmes and promoting robust policies to ensure that our staff and volunteers adhere to safe practices. The successful candidate will be subject to undertaking enhanced DBS checks prior to employment.

Job Description

Organise and Deliver

- Create social media content that celebrates the charitable work ACT and its staff are delivering.
- Write case-studies and press releases fit to appear across multiple media outlets, including ACT website, monthly newsletters, and matchday programme notes.
- Work with the Club Football Media & Communications Manager and Trust Marketing Manager to ensure communication is scheduled at appropriate times and aligned to our overarching MarComms strategy.
- Work with external stakeholders, businesses, and funders to plan and agree project-specific comms campaigns. Complete the associated tasks to bring this to life and launch associated content in line with pre-agreed timeframes.

Expertise and Quality

- Work with the Impact Manager to turn pre-captured project outputs and outcomes into positive media pieces and support the Impact Manager in turning these data sets into a charitable narrative that form part of our annual Impact Report and award submissions.
- Monitor our media output, maximising opportunities for positive PR and mitigating any negative PR.
- Support other ACT work where creative writing is required. This may include funding applications, monthly impact studies, and event briefs.

Client Focus

- Client Focus
- Support the Business Development Team in ensuring that ACT output meets sponsors' and funding providers' requirements.
- Familiarise yourself with external client's policies and procedures and ensure these are adhered to.

Safety and Compliance

- Promote safe practices outlined in ACT policies and procedures ensuring professional standards are adhered and safeguarding is at the heart of the role.
- Familiarise yourself with ACT and FA policies and procedures ensuring that published images and content adhere to GDPR, privacy, and safeguarding guidance.

Staff responsibilities

- Prioritise health and safety and safeguarding when planning and delivering to ensure that ACT protects the welfare and safety of all staff, volunteers, and participants.
- Enhance the reputation of ACT by creating positive relationships within local and national networks.
- Strive for quality and high standards, setting clear expectations and upholding Trust values.
- Take personal responsibility for executing your duties, understanding policies, and following procedures.

Key Internal Relationships	Key External Relationships
CEO and COO	Local and regional press contacts
Head of Business	English Football League Trust
Funding and Partnerships Manager	Premier League Charitable Fund
Plymouth Argyle FC Marcomms Team	

What we are looking for in our Staff

- Lead by example
- Treat all colleagues with respect
- Be open and honest
- Bring new ideas to the way we do things
- Listen to and learn from others
- Support and encourage each other to develop
- Embrace new thinking and technologies
- Look out for each other
- Give it everything you've got

What we are looking for in this role:

Qualifications and Experience	
Professional certificate in Marketing or relevant work experience	E
Chartered Institute of Marketing or equivalent professional qualification	D
Demonstrable experience of working in a communications environment	E
Degree or equivalent in a relevant field	D
Experience of working with press and media	D
Experience of writing copy	E
Experience of developing and implementing communication, promotional and distribution plans	E
Practical knowledge and experience of social media and associated platforms for marketing and communications	E
Knowledge And Understanding	
Good understanding of media and press relations	E
Competent user of Microsoft Office, Publisher, Adobe, internet tools, social media	E
Flexibility to work on different projects to meet and understand team priorities	E
Understanding of the importance of paying due attention to detail and accuracy	E
Understanding of safeguarding, privacy, and GDPR as they relate to the production and publishing of personal information and images	E
Communications Officer - Skills and Attributes	
Communicates with others in an open, clear, concise, and purposeful way to build effective relationships and gain support and 'buy in' for ideas	
A commitment to supporting customers using the principles of equality, diversity and inclusion	
Creativity and enthusiasm	
Compassion and understanding of issues affecting our local communities	
Ability to create a strong team culture and work independently	
A creative, can-do and solution-orientated approach to work, with the ability to solve problems	
Staff Skills and Attributes	
Proven relationship-builder at all levels with strong interpersonal skills	
Behave in an inclusive and respectful way, representing the positive EDI values of the Trust	
Ability to accurately convey meaning and deliver information in a clear and engaging way including face to face and in written materials	
Understand obligations regarding confidentiality, information sharing and GDPR	
Good standard of English in both written and verbal communication	
Respond positively to feedback and strive for high standards in all aspects of the role	



**“OUR MISSION IS TO INSPIRE
AND MAKE A POSITIVE
DIFFERENCE TO DEVON AND
CORNWALL COMMUNITIES.”**

HOW TO APPLY:

If you can meet the specifications and would like to become part of the Argyle Community Trust team, please complete our online application form <https://forms.gle/Lr5x7kHHEndy7jAL6>

You will be given the opportunity to upload a covering letter and CV should you wish to do so however, for safer recruitment purposes, we do not accept application by CV only

In your covering letter you should draw on relevant aspects of your experience, including paid employment and voluntary work or training to demonstrate how your skills, experience and personal qualities match the requirements of this job specification.

If you would like further information or wish to discuss the post contact ACTrecruitment@pafc.co.uk

For more information about the work of Argyle Community Trust and our strategic aims visit <https://argylecommunitytrust.co.uk/about-us/>

Closing date for applications

Friday 13th October 2023, 5pm

A FINAL WORD FROM OUR STAFF...

"I love working with different communities every day and seeing how our work makes such a huge difference to peoples' lives. I wake up each day knowing that it'll be totally different to yesterday and that can only be seen as an exciting place to work."

"The range of work that happens with opportunities created for diverse groups of people is amazing."

"Every day is different and I enjoy seeing the progress month upon month, year upon year."

"I felt valued and part of something since the first day I started."

"I love being able to make a positive change to peoples' health and lives whether it be mentally, socially or physically. It's always been very rewarding to see somebody progress and excel knowing that you have supported them. It's also great working in and around a football environment and the Club."

"The team we have in my department is absolutely brilliant, they daily go above and beyond what is expected of them, and I love that every day is different."



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