



ARGYLE
COMMUNITY
TRUST

JOB APPLICATION PACK

Marketing Officer (Facilities)





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:	Marketing Officer (Facilities)
Location:	Plymouth
Offices:	Manadon Sports Hub, 121 St Peter's Road, PL5 3JG Central Park Hub, 16 Mayflower Dr, PL2 3DG Brickfields Sports Centre, Madden Rd, PL1 4NE
Salary:	£22,000 per annum
Contract:	Full Time Permanent
Hours:	37.5 hours per week
Reports to:	Marketing 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 17th November 2023, 5pm
Start Date: As soon as possible

Argyle Community Trust is looking for a creative and ambitious individual to take up the role of Marketing Officer. Working within the Trust's Facilities department, you will be responsible for developing compelling content and material which raises the profile of our facilities, promotes our diverse suite of services and products, increases brand awareness, and engages existing and new audiences.

On a day-to-day basis, you'll work alongside the Facilities Team to coordinate the delivery and promotion of our marketing services, digital content, and scheduled campaigns to our broad audience range. You'll promote key events and activities to elevate engagement and celebrate our charitable work.

You'll think methodically and use your digital skills to deliver rousing content and your creative writing to capture attention. You'll play an important role in maintaining our positive relationships across both internal and external platforms as we continually work towards enhancing our audience reach and expanding our reputation.

We're looking for someone who can think outside the box, enjoys resonating with customers, can adapt and react to market change, thrives in a fast-paced environment, can adapt and problem-solve, can manage multiple tasks and deadlines, and is passionate about advocating the work of the Trust.

Primary Objectives of the Role

- Working alongside senior team members, deliver specific strands of the Facilities marketing plan which promotes our services and increases visitor rates across all facilities.
- Run and assist with the administration of all social media platforms, including content origination (written, visual, video), content curation, and customer response.
- Support the Marketing Manager with website administration, including creating and updating the following: copy, latest news, images, new page content, and online forms.
- Coordinate the photography, video-shooting, editing, and uploading of images and other material onto all marketing channels to provide impactful storytelling.
- Co-ordinate the production of marketing materials such as brochures, other collateral, and digital material, either in-house or by collaborating with external agencies.

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 in our programmes and promoting robust policies to ensure that our staff and volunteers adhere to safe practices. Where regulated activity forms a part of the job role, the successful candidate will be subject to undertaking enhanced DBS checks prior to employment.

Candidates are advised that in order to identify any matters that might relate directly to ACT's legal duty to meet the safeguarding requirements set out in KCSIE, online searches may be carried out on short-listed applicants in order to identify incidents or issues related to a candidate's suitability to work with children.

Quality of delivery

- Working with the facilities team, develop a 12-month social media calendar which identifies campaign dates and prompts the promotion of services, activities, and products.
- Create simple short-form content like blogs, clips, interviews, and keep up to date with the most popular industry marketing methods.
- Use of variety of marketing tools to develop, edit and issue content.
- Track campaign progress to ensure outcomes are met and provide performance reports to senior team members to evidence digital engagement and visits.
- Advertise and promote commercial opportunities, as informed by senior team members.
- Produce a digital newsletter which promotes each facility. Communicate this via multiple channels to key stakeholders, partners, users, and mailing lists.
- Identify strategies to grow the mailing list and make recommendations to the senior team.
- Coordinate end-to-end email marketing campaigns.

Knowledge and Understanding

- Conduct local market research and undertake competitor analysis to enable benchmarking of our service offers and products.
- Assess the impact of marketing campaigns and digital content, recommending how this can be improved and enhanced as we move forward.
- Attend key events to promote Trust activities.
- Keep abreast of the latest digital marketing and social media trends and best practice.
- Write and edit content for a variety of articles and media releases.
- Provide accurate proofreading of both your own work and that of others.

Safety and Compliance

- Be fully aware of and comply with the Trust's policies and procedures related to marketing activities. This includes guidelines on advertising standards, data protection, and ethical marketing practices and safeguarding guidance.
- Comply with the Trust's brand guidelines and brand style guide to ensure consistency across all marketing and communications.
- Provide accurate and truthful information to customers and avoid deceptive practices.
- Ensure that all marketing materials do not infringe on copyright or intellectual property rights. Properly attribute and obtain permission for using third-party content.
- Familiarise yourself with ACT and FA policies and procedures ensuring that published images and content adhere to GDPR, privacy, and safeguarding guidance.
- Engage in ethical marketing practices, refraining from deceptive advertising, bait-and-switch tactics, or other unethical strategies that could harm the company's reputation.

Customer Focus

- Conduct market research via customer surveys, interviews, and polls to gather insights about our customer experiences and preferences. Feedback results to the senior team.
- Ensure that all content and material highlight how the product or service addresses customer needs and provides value.
- Personalise marketing material such as email campaigns, to promote our services and offers.
- Respond promptly and empathetically to customer enquiries, feedback, and concerns across all digital platforms.
- Work with senior team members to create innovative ways of retaining customers by developing ideas for loyalty and reward schemes.

Responsibilities

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

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	
Experience in a specific discipline related to marketing	D
A minimum of 2 years' experience of working in a similar role	D
Experience in managing multiple accounts across a range of social media platforms	E
Experience with website content management and digital best practice	D
Experience of formulating, implementing, and reviewing marketing plans	D
Experience of facilitating and monitoring compliance of Governance in Marketing	D
Knowledge And Understanding	
Extensive knowledge of how to create impactful storytelling and engagement material	E
Ability to undertake high level admin tasks and work at fast pace	E
Understanding of best practice relating to customer centric marketing campaigns	D
Knowledge of GDPR	D
Knowledge of effective marketing and communication strategies	D
Excellent (current) knowledge of industry trends and customer need	D
In depth understanding of systems and software's for producing content and material	D
Coach / Tutor 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 participants, and the principles of equality, diversity and inclusion	
A positive approach to motivating and working with individuals who may be hard to engage	
Compassion and understanding of issues affecting young people in education and employment	
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	

Key Internal Relationships	Key External Relationships
Facilities Team	Facility clients and clubs
Remit Managers and staff	External Groups and Group Leaders
Head of Facilities	Local Community residents and visitors
Marketing Manager	PAFC Media Team



“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@paafc.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 17th November 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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