



## Marketing and Fundraising Executive

### JOB DESCRIPTION

<b>Job Title:</b>	Marketing and Fundraising Executive
<b>Reports to:</b>	Head of Marketing, Fundraising and Commercial Partnerships
<b>Location:</b>	Pompey in the Community, Anson Road, Portsmouth PO4 8TB
<b>Hours per week:</b>	Full time, 37.5 hours including some evenings and weekends
<b>Contract:</b>	Permanent
<b>Salary:</b>	£21,500

<b>Closing Date:</b>	19 January 2024, 5pm
<b>Start Date</b>	As soon as possible

### About Us

Pompey in the Community (registered charity no. 1126118) is an independent charitable trust affiliated to Portsmouth Football Club. We harness the motivational power of Portsmouth Football Club to promote education, healthy living, sporting participation and achievement amongst participants of all ages. We run football development programmes and coaching as well activities in schools and the community to promote health, inclusion and education. In addition, we support Portsmouth Football Club with match day activities including mascots, ball retrievers and manage the Fan Zone.

### Role Summary

As Marketing Executive at Pompey in the Community, you will support the Head of Marketing, Fundraising and Commercial Partnerships by contributing to the implementation of the marketing and fundraising strategies. You will play a pivotal role in creating and executing marketing and fundraising plans to promote the charity's initiatives, engage a variety of stakeholders and drive community participation. You will collaborate with the Community, Football and Education teams to raise the profile of their activities in the community. The role will also promote fundraising activities and increase for corporate partners.

We are looking for a creative, ambitious and organised individual to be responsible for planning engaging marketing campaigns and managing PompeyITC's social channels and website, as well as communicating and collaborating with all staff in production of marketing materials and supporting the Social Media and Marketing Apprentices in creating content and creation of commercial and editorial copy. The role will also involve event organisation.

Join PompeyITC to make a tangible impact by driving marketing initiatives that connect the organisation with the community, promote participation in programmes, and contribute to the overall mission of enriching lives through sports and community engagement.



## **Roles and Responsibilities**

### **Integrated Marketing and Communications**

- Develop, execute and evaluate integrated marketing and communications campaigns to promote events, programmes and fundraising initiatives across social media, web, email and other marketing materials
- With support from the Social Media and Marketing Apprentices, manage and update marketing materials and media library including images and video content
- Work with the Marketing team to plan content for the website including creating content, web administration and SEO
- Coordinate the production of marketing materials such as brochures, flyers and digital assets
- Coordinate the photography, filming and editing images and other material to create engaging content for impactful storytelling
- Using graphic design and video editing software to create and manage marketing assets
- Copywriting for marketing materials, match day articles and press releases
- Support the Head of Marketing, Fundraising and Commercial Partnerships with promote opportunities to the media
- Develop processes for marketing and photography requests across the charity

### **Reporting**

- Regularly track performance of marketing campaigns and adapt as trends suggest
- Regularly report to Head of Marketing, Fundraising and Commercial Partnerships on impact of marketing campaigns

### **Events**

- Support planning of events from developing, promoting, delivering and evaluation across all areas of the organisation

### **Strategy**

- Support the Head of Marketing, Fundraising and Partnerships with developing and evaluating the impact of the Marketing and Fundraising Strategies

### **Partnerships**

- Support the Head of Marketing, Fundraising and Partnerships with developing and promoting the partnerships offer

### **General**

- Proactively attend training and development opportunities to remain up to date with trends
- Support apprentices with their apprenticeship experience
- Other duties deemed reasonable by your line manager and the organisation
- To represent PompeyITC and Portsmouth Football Club in a professional manner at all times, regarding to uniform, presentation, personal hygiene, attitude, conduct and professionalism.
- To be able to work flexible hours where the role of the job requires including evenings and weekends, such as match days or fundraising events



- To be able to reliably commute
- Driving Licence and access to own car (preferred)
- Compliance with PompeyITC policies including but not exclusively GDPR and safeguarding

### Person Specification Description

Qualifications
<ul style="list-style-type: none"> <li>• Degree in Marketing/Communications or related field, CIM Level 4 or equivalent qualification or work experience (Desirable)</li> <li>• GCSE English and Maths(A*-C/9-4) or Functional Skills Level 2 (Essential)</li> </ul>
Skills, Knowledge and Experience
<ul style="list-style-type: none"> <li>• 1-2 years' work experience in a marketing role (Essential)</li> <li>• Experience of marketing within sports or community roles (Desired)</li> <li>• Experience in managing multiple accounts across a range of social media platforms (Essential)</li> <li>• Experience using content scheduling software such as Hootsuite, Meta Business Suite or similar (Essential)</li> <li>• Experience with website content management and digital best practice (Desired)</li> <li>• Strong understanding of how to create engaging material (Essential)</li> <li>• Strong understanding of what makes a creative and successful marketing plan and how to review its impact (Essential)</li> <li>• Experience of creating, monitoring and reviewing the impact of marketing campaigns and plans (Desired)</li> <li>• Ability to adapt and respond quickly to changes in marketing campaigns and smaller projects at short notice (Essential)</li> <li>• Strong understanding of GDPR and safeguarding in relation to marketing (Essential)</li> <li>• Understanding of and how to effectively manage CRM systems (Desired)</li> <li>• Excellent planning and organisation skills (Essential)</li> <li>• Experience with video and audio editing software (Desired)</li> <li>• Outstanding understanding of the marketing mix; social media, CRM, digital advertising and database (Essential)</li> <li>• Strong IT skills covering Microsoft Office and Adobe Creative Cloud (Essential)</li> <li>• Excellent written and verbal communication and presentation skills with the ability to use the organisation's tone of voice (Essential)</li> <li>• Driving Licence and access to own car (Desired)</li> </ul>



#### Personal Qualities

- Excellent time management with the ability to plan and prioritise during busy periods (
- Work calmly under pressure
- High attention to detail
- Strong interpersonal skills and able to engage with a variety of stakeholders
- Ability to work collaboratively in a team environment and foster good working relationships
- Ability to manage multiple projects simultaneously
- Passion for community engagement
- Ability to work creatively and think outside the box
- Be driven, self-motivated and able to take initiative
- Flexible approach to work
- Demonstrate behaviours aligned with PompeyITC and Portsmouth Football Club's values

#### How to apply

Please send a CV and Covering Letter addressed to [HR@pompeyitc.org.uk](mailto:HR@pompeyitc.org.uk)

We will contact those shortlisted shortly after the closing date.

Please note that the job will be subject to satisfactory references and enhanced DBS Check.