



COMMUNITY
SPORTS
FOUNDATION

Job information pack

MARKETING AND COMMUNICATIONS MANAGER



OVERVIEW

At Norwich City Community Sports Foundation, we're passionate about creating opportunities in sport, disability, health, education, social inclusion, and employability. Every year, we empower over 45,000 individuals, contributing more than 800,000 hours of meaningful engagement.

We're proud to support some of the most disadvantaged, disabled, and talented individuals across Norfolk, offering a variety of impactful projects and programs designed to inspire and uplift.

Our success is driven by a dedicated team who make a difference every day by engaging, motivating, and empowering those we serve.

Are you ready to be part of something extraordinary and help us create lasting impact? This could be your chance to make a real difference!

Ian Thornton OBE,
Chief Executive Officer



ROLE OVERVIEW

Job Title: **Marketing and Communications Manager**

Salary: £27-£30k + benefits, subject to experience

Contract Type: **Permanent**

Line Manager: **Head of Marketing and Communications**

We are seeking a Marketing and Communications Manager to effectively market the Foundation and our wide range of initiatives.

Objectives

- Consistent delivery of high-quality marketing that delivers results
- Effective account management of the Foundation's Community, Football, Education, Inclusion and Schools departments



ROLE SPECIFIC RESPONSIBILITIES

In the role, you will be responsible for the delivery of impactful marketing campaigns that meet the Foundation's targets and deadlines.

- You will lead on the planning and execution of all marketing for our Community, Football, Education, Inclusion and Schools departments, ensuring all KPIs and targets are met across a wide range of courses, projects and events
- You will collaborate closely with the football club to coordinate **player appearances** at Foundation activities, ensuring optimal coverage with our audiences
- You will ensure that your role is not only meeting KPIs but supporting the most vulnerable people in Norfolk by presenting opportunities to take part in positive activities.

ROLE SPECIFIC RESPONSIBILITIES

Deliver

- To deliver high-quality marketing campaigns, including excellent written copy, engaging social media content, effective print media, well-optimised webpages and compelling marketing emails.
- To manage activity to deliver on time, within budget, and to a consistently high standard

Support

- Support the Head of Marketing and Communications in the implementation of the marketing strategy
- To assist colleagues in the Marketing and Communications department with ad-hoc tasks and creative asset production as required

Collaborate

- To lead on coordination of football player appearances, liaising with the Football Club and delivering impactful videos, written stories, and case studies.
- Coordinate implementing any EFL and PFA initiatives

Evaluate

- Evaluate success by collecting regular marketing performance data and working closely with delivery teams to evaluate booking conversions and budget progress.



YOUR TEAM

Reporting to the Head of Marketing and Communications, within the busy Marketing & Communications department, you will collaborate closely with a dynamic, fast-paced team.

You will act as account manager for the Community, Football, Education, Inclusion and Schools departments, planning and delivering exceptional marketing content that meets the Foundation's targets.

Alongside the team at the Foundation, you will also be expected to work closely with colleagues from Norwich City Football Club.

OUR MISSION

This exciting role offers you the chance to make a tangible impact, producing engaging marketing that speaks to the heart of our four key charitable objectives:

- Driving inclusion for people with disabilities
- Boosting mental health and wellbeing
- Inspiring disadvantaged people
- Engaging our community

PERSON SPECIFICATION

KNOWLEDGE, SKILLS & EXPERIENCE	ESSENTIAL	DESIRABLE
Experience of working in a busy marketing and/or communications department.	✓	
Experience in the successful execution of marketing and communications activities.	✓	
Experience of developing digital channels and/or delivering social media strategies and campaigns		✓
Ability to write strong and engaging copy for digital or printed platforms.	✓	
Experience planning and producing effective email marketing.		✓
Excellent IT skills and proficiency in Adobe InDesign.	✓	
Full driving licence and access to a vehicle.	✓	
Knowledge of and/or passion for football/sport.	✓	
PERSONAL ATTRIBUTES	ESSENTIAL	DESIRABLE
Growth – Willingness to attend training courses to enhance own professional development	✓	
Integrity – Always work in line with the Foundation's values and behaviours	✓	
Belonging – Ability to work individually and as part of a team	✓	
Resilience – Ability to work with others to show innovation, strive for continuous improvement and solve problems	✓	
Pride – A drive to help people achieve their goals	✓	
Commitment – Willingness to work unsocial hours, including evenings and weekends	✓	



CARROW ROAD

WHERE YOU WILL WORK

The role will spend the majority of their working time within our offices based in the heart of Carrow Road, the home of Norwich City Football Club.

Working within the Operations Department, the successful applicant will be surrounded by excellent support networks as well as outstanding facilities.

In addition, you will also spend time at The Nest, the charity's 22-acre community hub located on the outskirts of the city.



THE NEST



EMPLOYEE BENEFITS

Norwich City Community Sports Foundation employees could receive the following benefits*

- Discretionary incentive scheme
- Access to Norwich City match tickets
- 28 days holiday (including bank holidays), plus additional holiday over Christmas
- Personal celebration day
- Flexible working
- Enhanced employee training programme
- Complimentary discounts and offers across Foundation programmes
- 30-minute wellness workout included in daily working hours
- Cycle to Work Scheme
- Free parking on all Foundation sites
- Death in service benefit
- Extensive branded apparel provided
- Employee Assist Programme
- Pension salary exchange

*Dependant on job role and/or contract type





OUR VISION

TO SUPPORT, INSPIRE, AND IMPROVE OUR COMMUNITY

We use the power of sport to support to achieve our charitable objectives:

- Driving inclusion for people with disabilities
- Boosting mental health and wellbeing
- Supporting disadvantaged people to raise their aspirations.

OUR VALUES

Growth
Integrity
Belonging

Resilience
Pride
Commitment





APPLICATION PROCESS

All applications must be submitted through our online Safer job application form and must be accompanied by an up-to-date CV and supporting letter detailing why you would be suitable for the role www.communitysportsfoundation.org.uk/vacancies

Application Deadline: Midnight 8th June 2025

Interview Dates: 13th June 2025 or on request

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible. All candidates shortlisted for interview will be informed by email or phone. If you have not been contacted within a week of the closing date, this means that you have been unsuccessful on this occasion.

For more info please email: recruitment@norwichcitycsf.org.uk

SAFEGUARDING STATEMENT

Norwich City CSF is committed to safeguarding the welfare of children and adults at risk and require all employees to share this commitment and promote the welfare of these groups.

Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory DBS Check and references.

EQUALITY STATEMENT

Norwich City CSF is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, religion or belief(s), gender, gender identity or expression, sexual orientation, marital status, disability, age or with regards to pregnancy or maternity.



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