Logo, company name

Description automatically generated

**Marketing Co-ordinator**

|  |  |
| --- | --- |
| OVERVIEW | |
| Organisation | British American Football Association (BAFA) |
| Purpose of Position | To be the Marketing Co-ordinator for the National Women’s Football League (NWFL) |
| Responsible to | NWFL Competition Manager |
| Responsible for | The co-ordination of marketing activity for the National Women’s Football League (NWFL) |
| Length of Term | The position is not a fixed term position, but the person in the role will provided with key objectives and will be subject to annual reviews |
| Position Type | Voluntary |
| Reward / Benefit | Reasonable travel expenses paid. Free entry into Britbowl |
| Commitment | Variable – time will depend on various key milestones within the calendar |
| Key Tasks and Duties | |
| The following is an indicative list of the key duties and tasks to be performed through the year. It is noted that other demands may arise through the course of the term and/or in conjunction with the development of the 10 year strategy. | |
| To liaise with the Competition Manager to create a marketing strategy for the NWFL | |
| To develop, and maintain, a repository of imagery for marketing purposes | |
| To develop graphics and promotional materials, where required | |
| To maintain a repository of all club logos for use in marketing and social media promotions | |
| To co-ordinate the creation of reports and write-ups from all tournament dates for use in marketing and social media promotions | |
| To co-ordinate player interviews as required for both marketing promotions and to inspire future generations | |
| To co-ordinate the creation of video content promoting the NWFL and to inspire future generations | |
| To liaise with clubs to develop, and maintain, a list of all rookie days for use in promotions | |
| To work with the Competition Manager to help co-ordinate any BAFA wide marketing initiatives, such as National Recruitment days | |
| To attend all key events and liaise with the Events Co-ordinator to ensure full promotional coverage of all key events within the calendar | |
| To provide information and support to new clubs to assist in their marketing promotion | |
| To provide regular updates to the Competition Manager on progress, raising any concerns/issues immediately for resolution | |
| Attend monthly Competition Committee meetings | |

|  |
| --- |
| Person Specification |
| Essential |
| Outstanding commitment to the development of Women’s Football in Great Britain |
| To have a positive approach and a can-do attitude |
| Highly developed organisational skills |
| Excellent communication and presentation skills |
| Excellent listening and emotional intelligence skills |
| A good understanding of the landscape and challenges of British American Football |
| An understanding of marketing strategies and their application in American Football |
| Desirable |
| Knowledge and previous experience of the Women’s format of the game |

|  |
| --- |
| Application Process |
| Candidates should apply to NWFL Competition Manager, Simon Browning, by email to [simon.browning@britishamericanfootball.org](mailto:simon.browning@americanfootball.org?subject=Application%20for%20Marketing%20Coordinator%20(NWFL)) enclosing a cover letter explaining how they meet the personal specification details along with a C.V. by the closing date of 13th December 2020 |