



COMMUNITY
SPORTS
FOUNDATION

Job information pack

HEAD OF
MARKETING &
COMMS

OVERVIEW

Providing opportunities in the areas of sport, disability, health, schools, social inclusion, education and employability, Norwich City Community Sports Foundation helps over 43,000 people every year achieve their goals.

We support some of the most disadvantaged, disabled and talented children, young people and adults across Norfolk through a range of projects, programmes and initiatives.

Underpinning all of our impact is a dedicated workforce who are able to engage and inspire at every opportunity.

Could this be your chance to be a part of something special?



Ian Thornton OBE,
Chief Executive Officer

Why do you enjoy working for the Foundation?

I like helping the community and enjoy making a difference

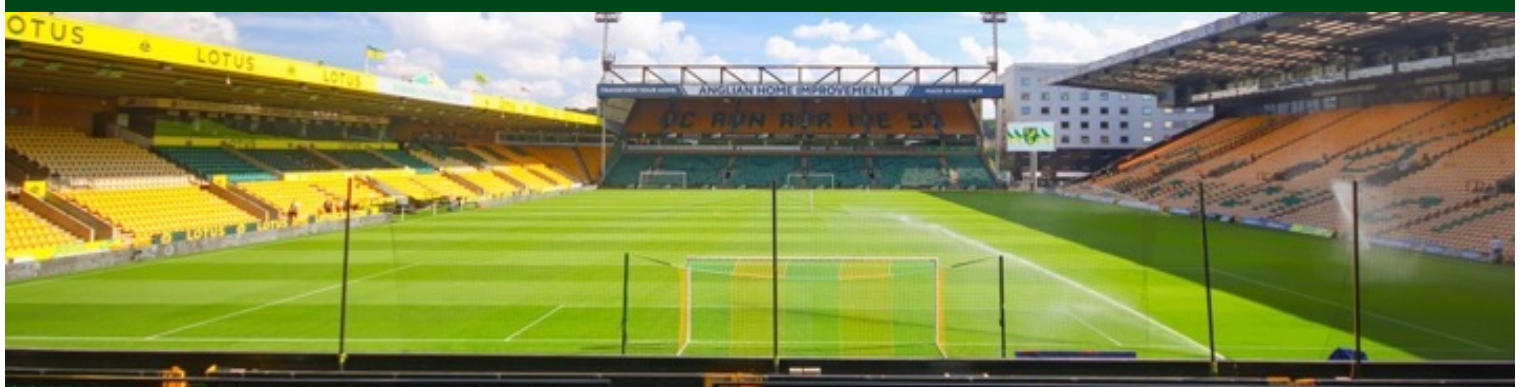
How would you describe the Foundation's staff culture?

Friendly, enthusiastic and hard working

What would you say to someone considering joining the Foundation?

It's a really great place to work, and it is hugely rewarding

*One of the newest members of the team





ROLE OVERVIEW

Job Title: Head of Marketing & Comms

Salary: £30,000 – £35,000 + benefits & incentive scheme

Contract Type: Permanent

Line Manager: Chief Operating Officer

The **Head of Marketing & Communications** will lead, direct, and oversee the charity's Marketing & Communications department. This role is responsible for the development and execution of the Foundation's marketing and communications strategies, with a focus on driving awareness, engagement, and community impact.

Working closely with the Executive and Senior Leadership teams, the successful candidate will ensure that all participation, income, funding, donations, and engagement targets are met. Additionally, they will ensure effective communication across all platforms, promoting the Foundation's core charitable objectives:

- Driving inclusion for people with disabilities
- Boosting mental health & wellbeing
- Inspiring disadvantaged people

From promoting The Nest—our hub in north Norwich—to showcasing major events like Run Norwich, you will lead a talented in-house marketing team to ensure that the Foundation's work in these four key areas is amplified to reach a wide audience and inspire action.



WHY JOIN US?

At the **Norwich City Community Sports Foundation**, you'll be part of something bigger than just a job. You'll be joining a charity that is passionate about making a tangible difference in the lives of individuals and communities across Norfolk. Here are just a few reasons why this role is an incredible opportunity for you:

- **Make a real impact:** You'll have the chance to lead meaningful marketing campaigns that directly contribute to our mission of driving inclusion, boosting mental health & wellbeing, inspiring disadvantaged individuals, and engaging communities. Your work will genuinely change lives.
- **Work at the heart of football:** As part of the Norwich City Football Club family, you'll experience the excitement of working in a professional football environment. You'll regularly collaborate with the Club's staff, enjoy behind-the-scenes access, and be part of a vibrant, passionate team.
- **Be a creative leader:** Lead a talented in-house team of marketers, designers, photographers, and videographers. This is your opportunity to shape the Foundation's voice, brand, and public presence in creative and innovative ways.
- **Professional development:** We believe in the growth of our people. Through a range of partner organisations (including the Premier League and EFL), you'll have access to regular opportunities for professional development and skill-building to support your own career progression.
- **Supportive environment:** We offer a friendly, collaborative and supportive culture that values teamwork, innovation, and creativity. You'll work alongside colleagues who share your passion for making a difference.
- **Exciting events:** Be part of key events like Run Norwich and other community initiatives that make headlines and draw thousands of participants. You'll play a pivotal role in ensuring these events shine.
- **Competitive benefits package:** We offer a competitive salary, health and wellbeing benefits, opportunities for career progression, and a supportive, flexible work environment.



ROLE SPECIFIC RESPONSIBILITIES

Strategic planning and leadership:

- Develop and oversee the implementation of the Foundation's comprehensive marketing and communications strategies, ensuring all campaigns highlight the charity's work in driving inclusion, boosting mental health and inspiring disadvantaged people.
- Lead the marketing department, setting clear objectives and KPIs that align with the Foundation's mission.
- Work with the Executive and Senior Leadership teams to ensure that all participation, sales, funding, and engagement targets are met.
- Manage and allocate the annual marketing budget, ensuring that all expenditures are aligned with strategic priorities and deliver high value.

Marketing campaigns and communication:

- Direct the creation and delivery of effective marketing campaigns across various channels, including digital, print, social media, and events, with a focus on converting awareness into sales, participation, and donations.
- Ensure consistent, high-quality communications that convey the Foundation's key messages and values to diverse audiences, including the local community, partners, funders, and supporters.
- Oversee all external communications, including PR and media relations, building strong relationships with local press outlets to maximise positive coverage.
- Ensure that all internal communications are clear, timely, and engaging.

Brand management:

- Oversee the ongoing development of the Foundation's brand, ensuring it remains consistent across all platforms and materials.
- Work closely with the design team to maintain a strong visual identity and coherent messaging for all communications, campaigns, and events.
- Ensure the Foundation's values and impact are consistently reflected in all public-facing content.



ROLE SPECIFIC RESPONSIBILITIES

Performance and reporting:

- Track, measure, and report on the effectiveness of all marketing and communications activities, using data-driven insights to inform decision-making.
- Present regular performance updates to the Executive team, identifying successes, challenges, and opportunities for future growth.
- Achieve the department's annual KPIs and targets, ensuring campaigns are delivered on time and within budget.

Team leadership and development:

- Mentor, train, and support the development of the marketing and communications team, fostering a culture of creativity, collaboration, and continuous improvement.
- Lead the marketing team (which includes in-house graphic designers and photo & videographers), ensuring all outputs meet the required standards and reflect the Foundation's vision and values.
- Create opportunities for team members to develop their skills, ensuring the department remains innovative and adaptable to new trends and technologies.

Collaboration and stakeholder management:

- Build strong working relationships with colleagues across the Foundation, as well as key stakeholders from Norwich City Football Club, sponsors, and other partners.
- Maintain and develop relationships with external media partners, sponsors, and key figures within the local community.

PERSON SPECIFICATION

KNOWLEDGE, SKILLS & EXPERIENCE	ESSENTIAL	DESIRABLE
Proven experience in leading marketing and communications strategies.	✓	
Strong leadership skills with the ability to manage, inspire, and develop a team.	✓	
Demonstrable success in delivering high-impact marketing campaigns that have driven engagement and brand awareness.	✓	
Excellent written and verbal communication skills, with experience in public relations and media management.	✓	
Budget management experience and a track record of delivering projects within set financial parameters.	✓	
Ability to build and maintain relationships with internal and external stakeholders.	✓	
Familiarity with the local community, Norfolk and knowledge of Norwich City Football Club.		✓
Experience within the charity or sport sectors.		✓
Excellent organisational skills and attention to detail.	✓	
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 Head of Marketing & Comms 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 with the Marketing & Communications team, 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
- Access to free kids' courses
- 30-minute wellness workout included in daily working hours
- Canaries retail store, Yellow's Bar & Grill and Delia's restaurant staff discounts
- Cycle to Work Scheme
- Free parking on all Foundation sites
- Death in service benefit
- Extensive branded apparel provided
- Employee Assist Programme

*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

Interviews: on request: 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 three weeks of applying, this means that you have been unsuccessful on this occasion.

For more info please email: csfrecruitment@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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