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| **Job Title:** | Marketing and Events Leader  |
| **Reports to:** | Head of Engagement  |
| **Accountable to:** | None |
| **Contract Term:** | (Full time, 37 hours), you will be required to work outside of normal office hours, at evenings and weekends. |
| **Location:** | LNER Stadium, Lincoln, LN5 8LD |
| **Salary:** | TBC |
| **Date:** |  |

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| **Job Purpose** |
| Lincoln City Foundation utilises the brand and reputation of Lincoln City Football Club, alongside leveraging our own potential and the influence of our key partners, inspire, empower, and help individuals and communities to improve their physical, social, and mental wellbeing. We will support and respond to the needs of our communities, especially those in the most deprived areas, inspiring and changing lives, celebrating achievement, removing barriers to participation and tackle inequalities in our communities. We believe that everyone should be given the opportunity to reach their full potential in Lincolnshire. The role of Marketing and Events Leader will:* Take the lead on events at Lincoln City Foundation, planning and delivering engaging events that are inclusive and adaptive to the need of the community.
* Deliver marketing campaigns that drive participation and reflect the charities strategic goals.
* Produce marketing communications that engage and inspires the customer with a keen eye for detail.
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| **Key Responsibilities** |
| Main responsibilities of the role include:* Represent the Foundation and act as an ambassador for Inclusion and Community Cohesion in Lincolnshire.
* Lead on a range of events and initiatives, from initial concept, through to delivery and post event evaluations, ensuring clear roles and responsibilities with partners and colleagues.
* Collect and record engagement data to celebrate success and impact at all events.
* Be a champion for inclusivity in events and communications, ensuring that Lincoln City Foundation remains adaptive for all needs.
* Work with a variety of key stakeholders to satisfy the engagement needs for the full variety of Lincoln City Foundation’s programmes.
* Deliver the charity’s communication strategy, adapting and innovating communications to reach a wide variety of people
* Composing regular targeted email marketing campaigns to keep the customer informed and engaged.
* Writing regular blogs and web articles to enhance SEO and re-enforce the charitable message.
* Writing regular press releases and building relationships with local press contacts to improve the reach of the Foundation across Lincolnshire.
* Working with the Digital Marketing Apprentice to write copy in the creation of marketing materials that captivate and engage the reader.
* Proof reading copy with an attention to detail to ensure brand consistency in all communications.
* Work with the marketing team to innovate and deliver marketing campaigns that drive participation and engagement.
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| **General Responsibilities** |
| * Compliance with all Lincoln City Foundation policies and procedures
* To observe and adhere to the organisational Code of Conduct, safeguarding commitment and the equal opportunities strategies of Lincoln City Foundation
* To undertake such other duties as may be reasonably expected
* To maintain professional conduct at all times
* To undertake CPD as necessary in line with development of the role and required by the Foundation
* The marginal functions of this position have not been included. All employees are required to follow any other job-related duties required by their line manager which are relevant to the role and achieving the Foundation’s objectives.
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**Person Specification**

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| **Education/Qualifications/Training** |
| Educated to degree level or equivalent in Marketing or a related subject | Desirable |
| Chartered Institute of Marketing (CIM) qualification or working towards | Desirable  |
| **Knowledge and Experience** |
| At least 2 years marketing and communications experience working cross a range of media’s  | Essential  |
| Proven track record in applied marketing communications with the understanding and ability to ensure integration across all channels | Essential  |
| Experience in campaign development, content creation, delivery and evaluation for both offline and online channels | Essential  |
| Ability to tailor communications to target a range of stakeholders and influencers | Essential |
| Excellent written and verbal communications skills - ability to author, curate and edit content with fluidity, speed and flexibility to ensure it is high quality, and relevant to the audience | Essential |
| Experience of planning and delivering events to a high standard | Essential  |
| Good knowledge of health and safety regulations, including experience of producing risk assessments | Essential |
| Track record of securing media and press coverage and developing excellent relationships with media contacts | Essential  |
| Experience of using data and insight to add value to communications campaigns | Desirable  |
| Knowledge and experience of marketing tools including social media platforms, Google Analytics, Wix and Survey Monkey (or similar) | Essential  |
| Knowledge and experience of Microsoft programmes including Word, Outlook, Excel, and PowerPoint | Essential |
| **Skills and abilities** |
| Ability to work on own initiative and meet tight deadlines | Essential |
| Excellent communicator | Essential |
| Excellent organisational and planning skills, ability to prioritise workload | Essential |
| Creative and innovative: generates original ideas and demonstrates flair | Essential |
| Committed, self-motivated and driven | Essential  |
| Proof reading with a keen eye for detail | Essential |
| Strong commitment to high quality delivery and customer service | Essential |
| Ability to form strong and professional relationships, demonstrating excellent communication skillswith internal and external colleagues | Essential |
| A passion for continual learning and new technology tools, using them to best effect across content marketing management | Essential  |
| **Equality & Diversity** |
| Must be able to recognise discrimination in its many forms and adhere to the LCF Equality policies | Essential |
| Able to work within a diverse community to promote equality & diversity | Essential |
| **Other** |
| Must satisfy relevant pre-employment checks including two current references relevant to the position and Enhanced DBS checks | Essential |
| Clean driving license & access to a vehicle  | Essential |
| Strive to achieve and work towards ‘Lincoln City Foundation’ vision and mission statements | Essential  |
| This role will involve sometimes working outside of ‘normal’ working hours including evenings, weekends (match days) and bank holidays. Relatively regular work on these days will be an important part of the role. | Essential |