



# MARKETING AND COMMUNICATIONS OFFICER

**DEPARTMENT: MARKETING**

**REPORTS TO: MARKETING AND COMMUNICATIONS MANAGER**

**LOCATION: 14 PRIDE POINT DRIVE, PRIDE PARK,  
DERBY, DE24 8BX**

**Derby County Community Trust (DCCT) have an exciting opportunity for a Marketing and Communications Officer to join the team!**

This is fantastic diverse and wide-ranging role that will have responsibility to ensure the online and media output of the Trust is up-to-date, relevant, and engaging, in line with key objectives and initiatives for both the department and the wider Trust.

A high attention to detail is essential as the successful candidate will be working across all social media platforms, email, and website, tasked with increasing and enhancing DCCT's online presence and supporting the growth of the charity's profile.

A fundamental aspect of the role is collaboration with partners and colleagues to ensure that all content is designed to display the Trust in the most positive light and remains varied and specific to different demographics.

The successful candidate will work directly alongside the Trust's Graphic Designer, reporting into the Marketing and Communications Manager, to deliver on departmental objectives to maximise interest, drive engagement, capitalise on corporate support and ensure the Community Trust represents Derby County Football Club to the highest standard.

## KEY RESPONSIBILITIES

- Lead on the production of all social media content and contribute to further channels including the website and offline material.
- Execution of, and input into, marketing plans to reach targets for key events and activities.
- Produce and update social media content calendars, incorporating key initiatives, satisfying funding/partnership agreements and diversifying content for different platforms.

- Frequent on-site activation of digital and social activity including photography at sessions and events.
- Management of email marketing schedule, building and sending emails to databases.
- Work with colleagues across Derby County Football Club's Communications department and RamsTV to support the creation of relevant and engaging content for wider football club release.
- Production of press releases and written reports for website and external channels.
- General upkeep of the website to include webforms.
- Daily interaction and management of customer enquiries.
- Responsible for verifying photo consent at events and ensuring data GDPR compliance.
- Monitor social and digital media for subjects of interest, news and information to ensure the Trust is aware of current trends and social media developments.
- To work with the wider Marketing and Communications team to ensure all content is true to the brand and ethos of Derby County Community Trust.
- Liaising with partners and colleagues to ensure all digital output is agreed and accurate.
- Record all data and insights for the Trust's social media channels to steer decision making, along with Google Analytics data for the website.

## KEY SKILLS AND EXPERIENCE

### ESSENTIAL

- Demonstrable experience within a business or charity marketing and/or communications role (no minimum experience requested but ability to show past portfolio pieces will be expected at interview stage)
- Excellent communication skills, to include a high standard of written English along with good verbal skills
- A high level of attention to detail
- Excellent organisation skills, with the ability to manage own workload effectively, assessing priorities to meet conflicting deadlines, often at short notice and under pressure
- A good working knowledge and use of social media for promoting content and news stories
- Sound judgement skills knowing when to refer up, and able to make decisions quickly
- Desire to grow and enhance DCCT's output with trend-driven, well-planned content

- Basic photography and/or videography skills
- Fully competent with Microsoft Office Packages (i.e. Word, Excel, Outlook, Powerpoint)
- A clean UK driving license and access to your own vehicle

## **D E S I R A B L E**

- A keen interest or experience in sports or news reporting
- A degree in Marketing, Journalism or equivalent
- Demonstrable experience within a football or sports setting
- Past experience of using online paid advertising

## **EQUALITY, DIVERSITY & INCLUSION**

Derby County Community Trust believe our workforce should be as diverse as the communities we serve. We are committed to encouraging equality, diversity & inclusion throughout our workforce, and eliminating unlawful discrimination.

## **SAFEGUARDING**

Derby County Community Trust have a responsibility to promote the welfare of all children, young people, and adults at risk to keep them safe and is committed to working in a way that protects them. The Trust expects all staff and volunteers to share this commitment.

As part of the Trust's commitment to providing a safe environment for children and young people, applicants should be aware that they will be required to apply for an Enhanced Disclosure and Barring Service (DBS) Criminal Record Check (CRC) as part of the recruitment process.

Derby County Community Trust's Job Applicant Privacy Policy can be found at <https://www.derbycountycommunitytrust.com/about/careers>.

**For an informal discussion about the role please contact Katherine Wragg, Marketing and Communications Manager ([katherine.wragg@dcct.co.uk](mailto:katherine.wragg@dcct.co.uk)).**

To apply please complete the Derby County Community Trust Application Form which can be downloaded from <https://www.derbycountycommunitytrust.com/about/careers> and return, along with a completed Equality & Diversity Monitoring Form, to [recruitment@dcct.co.uk](mailto:recruitment@dcct.co.uk)

**Closing date for applications: Sunday 29th September 2024**