



**Head of Brand, Communications and Marketing
Person Specification**

Necessary	Desirable
<p><i>Skills</i></p> <ol style="list-style-type: none"> 1: Excellent written and verbal communication skills 2: Strong understanding of digital marketing and design tools 3: Excellent project management skills 4: Ability to communicate confidently with senior government staff, partner agencies, media and other stakeholders 5: Ability to engage within the strategic direction of Kick It Out 	<ol style="list-style-type: none"> 1: Data analytics - interpreting data and analysing results 2: Knowledge of data protection and confidentiality
<p><i>Experience</i></p> <ol style="list-style-type: none"> 1: Proven experience of working in cross cultural environments 2: Demonstrable experience of promoting an organisation through effective media relations, including pro-active campaigns and re-active reputation management 3: Vast experience of liaising with and managing key relationships – Trustees, patrons and ambassadors 4: Experience of planning and executing targeted marketing and advertising campaigns across a range of both traditional and digital platforms 6: Broad experience of devising and implementing communications and campaign strategies 7: Responsibility of setting and managing the tone of external communications 	<ol style="list-style-type: none"> 1: Experience of working with other sports 2: Experience of working in an equalities organisation 3: Experience of delivering public presentations 4: Experience of working with players and managers
<p><i>Knowledge, Qualifications, Personal Qualities</i></p> <ol style="list-style-type: none"> 1: A proven commitment to equality, inclusion and the aims and values of Kick It Out 2: An intelligent, strategic thinker with the ability to multi-task in a fast-paced environment 3: Creative and innovative, with an ability to work on own initiative 4: Ability to lead a team with people management knowledge, whilst being able to work together as part of a team 5: A willingness to travel nationally 6: Flexibility to work evenings and weekends as required 	<ol style="list-style-type: none"> 1: Knowledge of the impact football can have in the educational, citizenship and social inclusion agendas 2: Knowledge of inclusion and anti-discrimination programmes run by the football authorities e.g. The Football Association, Premier League, English Football League, Professional Footballers' Association and League Managers Association