

## **MARKETING COMMUNICATIONS MANAGER**

**The following position is available from May 2022:**

### **EFDN**

The "European Football for Development Network" (EFDN) is a not-for-profit organisation supporting more than 150 members of professional football organisations (clubs, leagues and FA's) who are convinced of the social power of football and want to cooperate at European level. The aim of the network is to promote the unifying power of football as a tool for social development and to facilitate the exchange of knowledge between the various member organisations. An important component of the work is organising financial support for the projects, via commercial partners or organisations such as the EU and UEFA.

### **MARKETING COMMUNICATIONS MANAGER (40 HOURS-1 FTE)**

To strengthen our Marketing & Communications team, EFDN is looking for a strong Marketing Communications Manager with special affinity and experience in social media. The purpose of the position is to develop, plan and manage the implementation of our marketing and communication campaigns.

The Marketing Communications Manager is responsible for the daily communication workflows, which consist of managing the various communication channels and creating awareness for our projects and exposure ("PR") of EFDN's own activities and those of our partners.

Based on EFDN's mission, vision and strategy, a clear vision on marketing and communication should be developed, supplemented by own insight into ESG/CSR (in combination with social and football) trends. For communication, the strategy should be set out in a communication strategy and plan with a logical connection between purpose, means, target groups and channels, of which our own website(s) and social media channels are the most important. This plan should be translated into a communication calendar, of which the half-yearly conferences and the annual More Than Football Action weeks are a very important component. Other annually recurring deliverables are the Best Practice Handbooks and Manuals of the various projects, which must be delivered in the right template by the designers and in cooperation with the project managers.

For marketing, the sharpening of EFDN's strategy and branding also means - in cooperation with the CEO responsible for Partnerships - a good translation into propositions for commercial partners.

The Marketing Communications Manager reports to the Operations Manager, and manages about 3 permanent employees himself, in addition to managing external parties for the delivery of specific images (e.g. of the Conferences).

Finally, in 2024 EFDN will celebrate its 10th anniversary! For this, too, a communication plan needs to be delivered and implemented.

Because you will be working with international colleagues at our office in Breda, as well as with various European organisations, a thorough knowledge of the English language is a must.

Our driven team is looking for you to help us promote our social mission in European football!

**You are/have:****Knowledge/experience:**

- Demonstrable experience in (co-)setting up Marketing and Communication Plan;
- Demonstrable experience in drawing up a communication calendar based on the correct use of resources and channels in relation to the target group;
- Knowledge of/experience with CRM software, WordPress and online mailing systems;
- Knowledge of/experience in developing (traditional and digital) campaigns and using social media channels.

**Competencies:**

- Planning: weekly planning of the communication workflows, whereby the annual calendar is leading and at the same time account is taken of current "ad hoc" matters;
- Managing as cooperative foreman: managing and cooperating with a number of permanent employees - junior and senior - and the deployment of external capacity in the field of design and content creation;
- Budgeting: understanding and ensuring that the Marketing & Communication budget is not exceeded, and reporting on this on a monthly basis;
- Team player: collaborating with Manager Operations, CEO and project managers.

**Qualities:**

- Essential: self-starting, shaping the function and tasks partially by yourself;
- Essential: solid English, in word and writing (error-free grammar and spelling);
- You are creative and innovative (can think "out of the box");
- You are a motivated team-player who meets deadlines, remains flexible and can adapt to changing priorities in an ever-changing (project) environment;
- Pre: passion for football and social projects.

**EFDN:****Values:**

- Integrity;
- Inclusiveness;
- Transparency;
- Accountability.

**Location:**

- Location: Breda, the Netherlands
- Also available for project meetings and conferences in European cities and capitals

EFDN is an Equal Opportunities Employer and recognises the importance of safeguarding children and vulnerable adults in our workplace.

**Contract:**

- **40 hours (1.0 FTE)**
- **Start: 1 June 2022**

- **To apply, please send your motivation letter and CV demonstrating why you are suitable for this position to [vacancy@efdn.org](mailto:vacancy@efdn.org).**