

Section 4: Personal information

Title: _____ Surname: _____

Forename(s) (in full): _____

Home Address (in full): _____

Postcode: _____

Telephone No.s: (H) _____ (B) _____ (M) _____

Email Address: _____

Address for correspondence if different from home address:

Postcode: _____

Date of Birth: _____

National Insurance No: _____

Do you hold a current driving licence? Yes ☐ No ☐

Does your licence have any current endorsements? Yes ☐ No ☐

If yes, please give details: _____

Do you have access to a car for work purposes? Yes ☐ No ☐

Are there any restrictions on your ability to work or travel within the UK or Europe? If yes, please give details:

Yes ☐ No ☐

Are you willing to travel to meet the needs of this post? Yes ☐ No ☐

Are you fully flexible with regard to working varied/unsociable hours, including travel and periods away from home? Yes ☐ No ☐

Section 5: Qualifications

Level (e.g. GCSE, A-level, degree etc).	Subject / Name of course	Grade attained / Result

SECTION 6: Membership of professional bodies

Name of Professional Body	Level of Membership

Section 7 (a): Employment history – current position

Name and Address of Current Employer	
Job title	
Date Appointed	
Current Salary	
Period of Notice Required	

Brief Outline of Duties (please continue on separate page if necessary)

Section 7 (b): Employment history prior to current position

Please list starting with the most recent, all the positions you have held, including any relevant voluntary positions.

Employer name & address	Dates	Job title & main duties	Salary & reason for leaving

Section 8: Evidence of how you meet the criteria for the role

The following sections ask you to outline your experience and skills in relation to the essential and desirable criteria specified for the post. **It is not acceptable for the applicant to simply restate the criteria. Applicants must clearly demonstrate, using examples and dates where appropriate, **their experience, skills and knowledge**.** Continue on separate sheets, if necessary. However please limit additional pages to a maximum of two sides of an A4 page.

Essential Criteria: 8.1 to 8.17 Desirable Criteria: 8.18 to 8.20.

8.1 Educated to degree level or demonstrate significant relevant experience.

8.2 Evidence of creative thinking and an innovative approach to meeting marketing challenges.

8.3 Innovative approach to business development.

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Essential Criteria: 8.1 to 8.17 Desirable Criteria: 8.18 to 8.20.

8.4 Expertise in developing and implementing social and digital communications.

8.5 Demonstrable experience of maintaining and/or developing a Customer Relations Management (CRM) system and effectively applying the principles of market segmentation and targeted direct marketing.

8.6 Clear and accurate written and verbal communication skills, with the ability to positively influence clients and colleagues.

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Essential Criteria: 8.1 to 8.17 Desirable Criteria: 8.18 to 8.20.

8.7 Strong organisational and time management skills with the ability to work functionally across communications, marketing and PR.

8.8 Commercial acumen with the ability to think laterally and seek out new opportunities.

8.9 Excellent inter-personal and negotiation skills.

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Essential Criteria: 8.1 to 8.17 Desirable Criteria: 8.18 to 8.20.

8.10 Proactive project management and planning skills, with excellent attention to detail and high standards.

8.11 A results-orientated mentality.

8.12 An ambitious attitude to career development.

8.13 Ability to forge strong relationships and a team player.

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Essential Criteria: 8.1 to 8.17 Desirable Criteria: 8.18 to 8.20.

8.14 Ability to think strategically but also prepared to execute and deliver plans.

8.15 Excellent IT skills including MS Office or equivalent packages.

8.16 Hold a full, current, valid driving licence and have use of a car.

8.17 Ability to work unsociable hours including evenings and weekends, with occasional international travel.

8.18 Hold a relevant degree in Marketing, Business, Communications or a related field.

8.19 Demonstrable success in increasing engagement or participation through multi-media marketing campaigns.

8.20 An interest and empathy for football and sport in general.

Section 9: Arrangements for Interview and Practical Assessment

Please indicate any dates/time when you may be unavailable for interview/assessment. Please note that it is not always possible to accommodate individual schedules.

Do you require any reasonable adjustments to be made in respect of the arrangements for the recruitment process (for example, to attend interview or assessment)?

Yes ☐ No ☐ (tick as applicable) - If 'Yes' please indicate the arrangements which would be necessary.

Section 10: Conviction disclosure

Have you ever been convicted of any offence by any court? Yes ☐ No ☐ (tick as applicable)

If so please give details (you do not have to disclose this information if the offence is considered spent under the Rehabilitation of Offenders Order).

Section 11: Referees - at least one of whom should have knowledge of your current work and be in a supervisory/managerial capacity) – References will only be requested upon offer of employment

Name	Address/email	Occupation
1		
2		