

# WE ARE HIRING

02476 786 349 | RECRUITMENT@SBITC.ORG.UK | SBITC.ORG.UK | REGISTERED CHARITY: 1127014 | OFFICIAL CHARITY OF COVENTRY CITY FC

# SKYBLUES

in the COMMUNITY



APPLICATION PACK

MARKETING & COMMUNICATIONS COORDINATOR [MAT LEAVE]

CLOSING DATE | 6 JANUARY 26



# WHO ARE WE?

Sky Blues in the Community is the charitable arm of Coventry City Football Club, based at the Coventry Building Society Arena. The organisation is officially registered with the Charity Commission and is recognised as a Club Community Organisation (CCO) linked to the English Football League Trust network.

The charity works with young people up to adults in the later stages of life, Sky Blues in the Community provide a diverse range of programmes to improve health and wellbeing, enhance social inclusion, reduce crime and ASB involvement and expand access to education and training. The charity currently works with over 2,000 individuals each week and invests over £1 million into our local communities.

## OUR VISION

A prosperous and vibrant Coventry and Warwickshire, where every individual can achieve their fullest potential, leading to healthier and happier lives.

## OUR MISSION

We are committed to harnessing the power of sport and utilising Coventry City Football Club's unique influence and appeal to develop and deliver high-quality community programmes, forming strategic alliances that empower the people of Coventry and Warwickshire. By providing meaningful opportunities for improved health and wellbeing, enhanced social inclusion, reduced crime involvement, and expanded access to education and training, we will #MakeADifference in our city and county.

# OUR VALUES

AMBITIOUS



PASSIONATE



HONEST



COMMUNITY  
FOCUSED



INNOVATIVE



# OUR STRATEGIC PILLARS

Health and  
wellbeing

Education,  
training and  
employment

Social inclusion,  
community  
cohesion and  
participation

Sports facilities  
and community  
assets

Challenging  
ourselves,  
developing our  
people and growing  
our charity

# PURPOSE OF THE ROLE

You will lead and deliver high quality marketing and communications that strengthen public understanding of Sky Blues in the Community and the impact of its programmes across Coventry and Warwickshire.

The post holder will translate community activity into clear, compelling digital content that builds trust, grows engagement and supports strategic objectives.

As the organisation's standalone marketing function, the role provides essential capacity to protect and enhance the charity's reputation, ensure consistency under the Coventry City Football Club identity, and communicate impact to participants, partners and supporters.

Through creative storytelling, brand stewardship and effective digital presence, this role enables the charity to reach more people, influence perceptions and amplify the positive change delivered in local communities.



## OVERVIEW

**JOB TITLE | MARKETING & COMMUNICATIONS COORDINATOR [MATERNITY LEAVE COVER]**

**HOURS OF WORK | PART TIME - 22.5HRS PER WEEK**

**LOCATION | CBS ARENA/VARIOUS ACROSS CITY**

**REPORTING TO | HEAD OF COMMUNITY**

**SALARY RANGE | £16,000 PER ANNUM**

**[FULL TIME EQUIVALENT: £32,000 PER ANNUM]**

**CONTRACTUAL TYPE | UP TO 12 MONTHS  
MATERNITY COVER**

# KEY RESPONSIBILITIES

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**In this role, you will [but not completely exclusive to]:**

- Lead the planning, creation and scheduling of digital content across all Sky Blues in the Community social media channels, ensuring activity drives engagement, visibility and audience growth.
- Produce high quality creative assets including graphics, photography, videography, short films, case studies and campaign materials that showcase the charity's work and impact.
- Maintain and develop the organisation's brand identity, ensuring all communications are consistent, accessible and aligned with both Sky Blues in the Community and Coventry City Football Club standards.
- Coordinate updates to the charity's website, ensuring information is accurate, engaging and reflective of current programmes, partnerships and governance.
- Lead on the delivery of marketing and communications campaigns linked to organisational priorities, fundraising activity, programme launches and community events.
- Work closely with colleagues across delivery teams to gather stories, data and content that demonstrate programme outcomes and participant experiences.

# KEY RESPONSIBILITIES

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- Build positive working relationships with Coventry City Football Club media colleagues to support shared messaging, protect reputational interests and maximise joint visibility.
- Monitor performance across digital platforms through analytics, producing regular reports and insights to inform decision making and improve reach.
- Manage content calendars, workflows and approval processes to ensure all communications are planned, timely and strategically aligned.
- Support internal communication needs by producing staff updates, digital resources, promotional materials and assets for presentations or reports.
- Uphold safeguarding, data protection and confidentiality requirements in line with organisational policies, including content consent, photography permissions and responsible use of personal data.
- Champion equality, diversity and inclusion through communications that are representative, accessible and reflective of the communities served.
- Act as a visible ambassador for Sky Blues in the Community, ensuring all outward communication reinforces trust, professionalism and the charity's commitment to community impact.

# EXPERIENCE

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## Essential

- Experience producing digital content including graphics, photography and short-form video.
- Experience writing communication materials such as articles, case studies, press or online content.
- Experience planning and delivering events, campaigns or projects within a marketing or community setting.
- Experience coordinating colleagues, contributors or volunteers to support content or campaign delivery.
- Experience monitoring, evaluating or reporting on content performance or project impact.
- Experience working within financial processes or supporting budget management.

## Desirable

- Experience working in a charity, community organisation or football club foundation.
- Experience in fundraising, sponsorship or partnership development.
- Experience working with sponsors, funders or corporate partners.
- Knowledge of local communities in Coventry and Warwickshire.

# QUALIFICATIONS & TRAINING

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## Essential

- Competent IT skills, including Microsoft Office and mainstream social media platforms.
- Safeguarding training [or willingness to undertake]

## Desirable

- Degree or formal qualification in Marketing, Communications, Digital Media or a related field.
- Training or certification in creative software such as Adobe Creative Cloud, Canva, iMovie or equivalent.

# SKILLS & ABILITIES

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- Strong creative skills with the ability to translate ideas into effective visual and written content.
- Excellent written and verbal communication skills tailored to varied audiences.
- Strong organisational and time-management skills with the ability to meet deadlines independently.
- Competence in using digital tools for content creation, scheduling and analytics.
- Competence in recording and reporting data accurately.
- Ability to work independently and as part of a team.
- Creative and flexible approach to problem solving.

# PERSONAL CHARACTERISTICS

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- Acts with integrity, confidentiality and professionalism at all times.
- Resilient and composed when dealing with challenging behaviours.
- Positive, approachable manner with a genuine “can do” attitude.
- Passionate about inclusion and #MakingADifference in young people’s lives.
- Enthusiastic, energetic and adaptable under pressure.
- Commitment to safeguarding, equality, diversity and inclusion.

# ABOUT THIS ROLE

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Do you believe creative storytelling can change how people see the world?

At Sky Blues in the Community, the official charity of Coventry City Football Club, we use the power of football to connect communities, tackle inequality, support wellbeing, and create opportunities across Coventry and Warwickshire. Every day our work changes lives. Your creativity could help us reach even more people.

***We are recruiting a Marketing & Communications Coordinator to join us for maternity cover. If you are passionate about social media, digital campaigns, visual storytelling and brand identity, this is an opportunity to take the lead in shaping how thousands of people understand and engage with our charity.***

This is an opportunity to take a leading role in shaping how thousands of people see, hear, and experience our charity. If you have a passion for social media, content creation, design, and digital storytelling, you will thrive here.

## Why this role matters

Our programmes support children, families, older adults, people with disabilities, young people at risk and whole communities. But impact only becomes visible when it is communicated clearly and powerfully. Your work will help us turn real community change into stories that resonate across Coventry and Warwickshire.

Social media is one of the most powerful tools nowadays and we are looking for someone who truly understands that power. Someone who knows how digital platforms can shift perceptions, build trust, grow audiences and spark action. In this role, your creativity and strategic thinking will directly shape how we execute our organisational strategy and deepen public awareness of Sky Blues in the Community across Coventry and Warwickshire.

# ABOUT THIS ROLE

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## What makes this opportunity unique

This is a role rooted in energy and real-world impact. Your base is the Coventry Building Society Arena – a place where football, community stories and big ideas collide. The work you create will travel far, reaching families, partners, supporters and people who rely on our programmes every day.

**What you will do:** Your work will shape how the public sees and connects with our charity.

*The role focuses on four main areas:*

**Social Media & Digital Presence:** Taking the lead on our social platforms, creating content that sparks engagement, grows our reach and tells powerful stories about our work.

**Creative Content Production:** Designing eye-catching graphics, capturing photography and video, and producing short films or case studies that bring our programmes to life.

**Branding & Communications:** Helping us present a strong, consistent public identity, from website updates and writing match day programme features to branded visuals that showcase who we are.

**Campaigns, Community and Club Connections:** Supporting campaign roll-outs, coordinating community-facing activity with CCFC colleagues and helping to spotlight the work happening across Coventry and Warwickshire.

# ABOUT THIS ROLE

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We're looking for someone who is genuinely passionate about the impact that well-executed social media and marketing can have on an organisation's visibility, reputation and reach. A creative thinker with a good visual eye and experience using design tools to bring ideas to life.

Because we operate under the Coventry City Football Club badge, every message we share and every visual we produce reflects on both the charity and the Club. This brings a meaningful dual responsibility to ensure our work supports, protects and enhances the reputation of CCFC in everything we do. Therefore, knowledge of Coventry, Coventry City FC, Sky Blues in the Community and the role of football clubs and their charities in local communities is advantageous.

## **Why you will enjoy working here**

This role offers flexible working days and hours, with an ideal pattern of Mondays, Wednesdays and Fridays, although we are happy to discuss alternative arrangements at interview. You will be part of a charity where your ideas and content directly support our mission and make a visible difference in local communities. The experience you gain here will strengthen your professional profile and stand out across marketing, public relations, digital media and the wider sport sector.

## **Some useful software / programmes information**

In this role, you will be expected to work on all the social media platforms, as well as creating content using Adobe Creative Cloud, Canva, iMovie amongst other modern marketing tools.

# HOW TO APPLY

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**To apply, please submit either:**

- A CV and covering letter or
- A completed application form

Your application should clearly demonstrate how you meet the criteria outlined in the person specifications above.

**Please send your application to: [Sami Turgeon at recruitment@sbtc.org.uk](mailto:Sami.Turgeon@sbtc.org.uk)**

Please note: You only need to submit either a CV and covering letter or a completed application form, not both.

**Closing date for applications: 6th of January 2026**

Please note that we may close the application process early if we receive a high number of applications, so early applications are encouraged.

If you require the application form in an alternative format, or if you would like to apply using a different method due to a disability or accessibility need, please contact us via 02476 786 349 and we will be happy to discuss reasonable adjustments.

## **Safer Recruitment and Pre-Employment Checks**

At Sky Blues in the Community, safeguarding is central to everything we do. We are committed to creating a safe and supportive environment for all staff, volunteers, and participants.

This role may involve working with children or adults at risk, and as part of our safer recruitment process, any offer of employment will be subject to:

- Two satisfactory references
- An enhanced Disclosure and Barring Service (DBS) check
- Confirmation of your identity and right to work in the UK

*All staff are expected to follow our Safeguarding Policies and complete relevant training as part of their induction and ongoing professional development.*

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# POLICIES & PROCEDURES

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## Diversity and Inclusion

Sky Blues in the Community is an equal opportunities employer. We welcome applications from all sections of the community and particularly encourage applications from individuals who are underrepresented in the sport and charity sectors. Appointments are made strictly on merit.

We are committed to providing an inclusive recruitment process. If you require any adjustments to complete your application or to attend an interview, please let us know.

We may collect anonymised equalities data from applicants for monitoring purposes only. This data will not form any part of the recruitment decision-making process.

## Privacy Notice

Sky Blues in the Community is committed to handling your personal information responsibly and transparently. We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 to ensure the privacy and security of your data.

Information provided during the recruitment process will be stored securely and retained for a period of six months after the closing date of the vacancy, unless a longer period is required by law or you consent to us retaining your details for future opportunities.

**To request a copy of our privacy notice or exercise your data rights, please contact: [sbitc@sbitc.org.uk](mailto:sbitc@sbitc.org.uk)**

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