



**HUDDERSFIELD TOWN
FOUNDATION**

The Club's Official Charity

RECRUITMENT PACK

Marketing and Communications Executive

October 2026

WELCOME TO HUDDERSFIELD TOWN FOUNDATION

Thank you for your interest in the role of **Marketing and Communications Executive** at the Huddersfield Town Foundation.

This is a pivotal moment to join our team. With the launch of our new strategy in September 2025, we've made bold commitments to help our community **GROW, BELONG, and THRIVE**. These pillars guide everything we do—from unlocking learning and opportunity, to building connection and belonging, to championing health and wellbeing.

For almost 15 years, we've proudly served as the official charity of Huddersfield Town AFC. We've delivered thousands of hours of support, built trusted partnerships, and created spaces where people feel seen, supported, and inspired. But we know there's more to do—and we're just getting started.

We are rooted in **OUR community**. The needs of Kirklees shape our purpose. We listen to lived experience, act with integrity, and lead with purpose. While we can't solve every challenge, we focus where we can make the greatest impact—especially for those who need it most.

If you're someone who **stands together** with others, **keeps learning**, **goes the extra mile**, and **lives the Terrier Spirit**, we'd love to hear from you.

Please don't hesitate to reach out with any questions. We look forward to receiving your application

Sam Dainty
Chief Executive Officer



OUR PURPOSE, MISSION AND VISION

HUDDERSFIELD TOWN FOUNDATION

OUR Purpose

Using the power of the Club to create opportunities, reduce inequalities and inspire lasting change.

OUR Mission

Delivering inclusive programmes that empower *OUR TOWN* to thrive, with measurable goals by 2028:

- £20 million in Social Return on Investment.
- 70% improvement in wellbeing.
- 60%+ participation from underrepresented groups.

OUR Vision

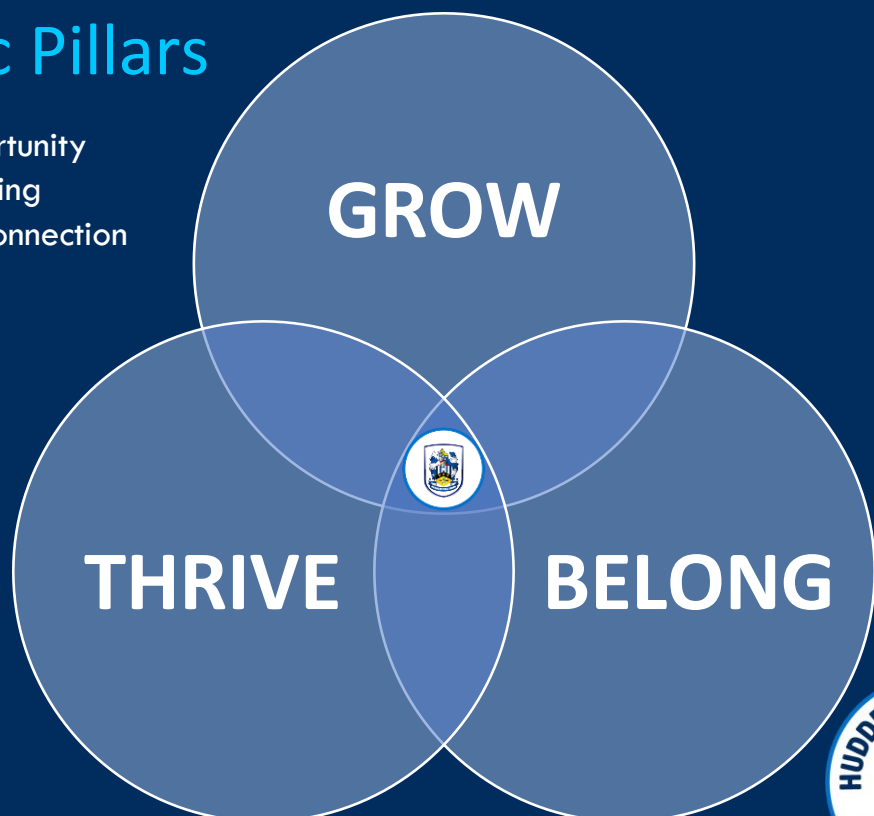
A town where **everybody** can reach their full potential.

OUR Strategic Pillars

GROW – Learning & Opportunity

THRIVE – Health & Wellbeing

BELONG – Community & Connection



OUR VALUES AND IMPACT

HUDDERSFIELD TOWN FOUNDATION

OUR Values

- **We Stand Together** – supporting each other and our community.
- **We Keep Learning** – staying curious and open to growth.
- **We Go the Extra Mile** – showing resilience and commitment.
- **We Lead With Purpose** – acting with integrity and fairness.
- **We Live the Terrier Spirit** – bringing pride, energy and determination.

Measures of Impact on OUR Beneficiaries

- Confidence and self-esteem.
- Access to education/ employment.
- Physical and mental wellbeing.
- Sense of belonging.
- Positive life progression.



HUDDERSFIELD TOWN FOUNDATION

STAFF BENEFITS

The Foundation offers an excellent range of benefits, and these are under constant review to ensure that we support staff in a range of areas.

- 27 days annual leave plus 8 bank/public holidays.
- Flexible working depending on the requirements of the role (and subject to request by application).
- Company pension scheme (commences on successful completion of probation).
- Support for health and wellbeing, including access to occupational health support and confidential counselling.
- Death in Service cover (4 x annual salary).
- Performance reviews and associated objectives.
- Annual salary reviews.
- Training and development opportunities.
- Staff social activities.
- Equipment such as laptop, mobile phone, and branded clothing.
- Access to tickets to home HTAFC league fixtures and discount in the Club shop.
- Free car parking and tea and coffee in the offices.
- Inclusive and welcoming environment – equality, diversity, and inclusion priorities are aligned with the Club's 'Terriers Together Equality, Diversity, and Inclusion Strategy' and are embedded throughout the organisation.



JOB VACANCY

MARKETING AND COMMUNICATIONS EXECUTIVE

REPORTS TO:

Fundraising & Partnerships Manager (Foundation) with support from Head of Communications (Football Club).

SALARY: £25,000 per annum

WORKING PATTERN:

Full time, 37.5 hours per week (flexible working options available).

Core hours are to be worked Monday to Friday but there is a requirement to work Huddersfield Town match days and fundraising events, for which time in lieu will be offered.

LOCATION:

Although employed by the Foundation, the successful candidate will be split their time between Huddersfield Town AFC (Accu Stadium) and the Foundation (Leeds Road Sports Complex) with a view to maximising collaboration and the sharing of resources and expertise.

FURTHER DETAILS: Permanent.

As part of the Central Team, the Marketing & Communications Executive will work across the Football Club and Foundation to tell the story of Huddersfield Town Foundation, with collaboration between colleagues across both organisations.

Storytelling will be central to the role: identifying powerful stories, creating compelling case studies and sharing the difference our work makes to people and communities.

This role is key in supporting our strategy to enable our community to **GROW** through learning and opportunity, **THRIVE** through improved participation in our programmes and projects and create a sense of **BELONGING** through connection and inclusion. The successful candidate will develop and execute strategies that enhance the organisation's reputation, increase engagement with stakeholders and bring the Foundation's impact to life.

The Marketing & Communications Executive will deliver a cohesive marketing and communications strategy aligned with the Foundation's mission. A core focus will be finding the stories behind our programmes, building trusted relationships with colleagues, participants and partners, and turning their experiences into engaging case studies and content. They will ensure brand consistency, drive audience engagement and work closely with the Head of Communications at the Football Club so that the Foundation's communications align with Club expectations and showcase the breadth and value of our work.



JOB DESCRIPTION

MARKETING AND COMMUNICATIONS EXECUTIVE

The post holder will promote the Foundation's activities to current and potential audiences by sharing clear, authentic and inclusive stories across digital, print, media and stakeholder channels. Through case studies, participant voices and evidence of outcomes, they will communicate not only what we do, but why it matters and the difference it makes across Kirklees and Yorkshire—strengthening awareness, trust and support for the Huddersfield Town Foundation.

Functional Links (including but not limited to)

Internal:

Huddersfield Town Foundation Chief Executive Officer
Huddersfield Town Foundation staff including the Senior Leadership Team
Board of Trustees
Huddersfield Town FC Communications and Marketing departments
Staff and managers throughout the Foundation and Football Club

External (including but not limited to):

Local stakeholders and partners
Third Sector groups
Media contacts and agencies
Other Football Club Foundations (CCOs)

Key performance indicators

- Effective delivery and regular review of an annual marketing and communications plan aligned with the Foundation's strategy and its GROW, BELONG and THRIVE priorities.
- Evidence that communications activity increases awareness, understanding and positive perceptions of the Foundation, including through high-quality case studies, participant voices and impact-led storytelling.
- Improvement in the quality, consistency, accessibility and reach of content across social media, digital, print, media and stakeholder channels.
- Growth in relevant audience reach, engagement, followers and meaningful actions across social media platforms, with insight used to improve future activity.
- Effective management and continuous improvement of the Foundation website, ensuring content is accurate, timely, accessible, on brand and supports participation, fundraising and stakeholder engagement.



JOB DESCRIPTION

MARKETING AND COMMUNICATIONS EXECUTIVE

- Increased positive media coverage and stronger relationships with colleagues, programme teams, participants, partners and media contacts, creating a reliable pipeline of stories and coordinated communications.
- Effective marketing support for fundraising and partnership priorities, including sustained promotion and growth of the 'This Is Our Town' Prize Draw, targeted campaigns and proposals to increase participation, income and partner value.
- Regular monitoring and reporting of communications performance, with evidence-based recommendations used to improve campaigns, channel activity and use of resources.

Specific targets for the increases specified above will be agreed with the post holder on annual basis as part of the Professional Development Review.

Role Specific Responsibilities and Accountabilities

The post holder will be required to:

- Contribute to the development and implementation of the marketing and communications strategy aligned with the Foundation's strategic objectives and coordinated with the Football Club's communications priorities.
- Oversee social media strategy, driving growth and engagement across key platforms.
- Build and maintain relationships with key stakeholders, including local media.
- Support with PR and media relations, ensuring positive coverage of the Foundation's work.
- Develop compelling campaigns and stories that raise awareness of the Foundation's initiatives, fundraising efforts and impact.
- Work with programme teams, participants and partners to identify and capture authentic stories, producing high-quality case studies, testimonials and marketing materials - including newsletters, brochures and the annual impact report - that showcase the impact of the Foundation's work.
- Analyse data and insights to measure the effectiveness of marketing activities and make data-driven recommendations.
- Support internal communications, ensuring staff and volunteers are engaged and informed about key initiatives.
- Oversee event marketing and promotion, ensuring maximum reach and participation.

Other

- Take responsibility for and be committed to personal and professional development.
- Work on match days (evenings and weekends), plus fundraising events, as required.
- The post holder will be required to undertake any other duties as required by the Foundation leadership team.



HOW WE WORK

OUR VALUES IN ACTION

We are looking for someone who:

- Is proactive and thoughtful in how they approach their work.
- Promotes a culture of strong financial control and attention to detail.
- Seeks out opportunities to learn, grow and encourages others to do the same.
- Brings structure, clarity, and care to their leadership.
- Communicates with empathy, honesty, and respect.
- Is flexible and responsive to changing needs.
- Acts with integrity and upholds our Code of Conduct and Ethics.
- Respects confidentiality and protects data in line with GDPR and safeguarding standards.
- Models high standards of behaviour and inspires others to do the same.
- Is committed to creating safe, inclusive spaces for children, young people, and vulnerable adults.
- Treats everyone with dignity and respect, embracing diversity and promoting equity.
- Embody the Foundation's values:
 - **We Stand Together** – supporting each other and our community.
 - **We Keep Learning** – staying curious and open to growth.
 - **We Go the Extra Mile** – showing resilience and commitment.
 - **We Lead With Purpose** – acting with integrity and fairness.
 - **We Live the Terrier Spirit** – bringing pride, energy and determination.



JOB DESCRIPTION

MARKETING AND COMMUNICATIONS EXECUTIVE

Additional Information

Safeguarding

Huddersfield Town Association Football Club (HTAFC) Ltd. and the Huddersfield Town Foundation are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

The role of Community Engagement Coordinator may include regulated activity, and the supervision of and working with children and young people or vulnerable adults; therefore, the post holder will require an Enhanced Criminal Records Check (CRC) through the Disclosure and Barring Service (DBS) and clearance for work in football by the FA.

Applicants must disclose all previous convictions including spent convictions in accordance with the associated legislation.

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provide that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account.

Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice, NACRO or Unlock websites.

The post holder will also be required to undergo safeguarding training, to be agreed with the Designated Safeguarding Manager.

Equality, Diversity, and Inclusion

Huddersfield Town AFC and the Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential.



PERSON SPECIFICATION

MARKETING AND COMMUNICATIONS EXECUTIVE

Area of Expertise	Essential	Desirable
Experience	• Experience creating content for social media platforms such as: LinkedIn, Facebook, Instagram & X. • Experience writing clear, engaging content for different audiences, including case studies, impact stories, social media posts, emails, newsletters, blogs or website content. • Experience supporting events, campaigns, fundraising activities or promotional activities (voluntary, academic or paid). • Experience managing multiple tasks and meeting deadlines. • Experience working effectively as part of a team.	• Experience using social media scheduling tools such as Meta Business Suite. • Experience gained through marketing, communications, PR, Media or digital marketing placement, internship, apprenticeship volunteer role or university project. • Experience using design software such as Canva or Adobe Creative Suite. • Experience assisting with internal communications and stakeholder engagement activities. • Experience working within the Charity or Not-For-Profit sector.
Qualifications	• Educated to A-Level standard or equivalent with a qualification in Marketing, Communications, PR, Media or a related subject desirable. • A good level of literacy and numeracy. • Safeguarding training/ qualification (or a commitment to complete upon employment).	• An Honours Degree or equivalent level qualification in Media / Marketing and Communications, or a related discipline.

PERSON SPECIFICATION

MARKETING AND COMMUNICATIONS EXECUTIVE

Area of Expertise	Essential	Desirable
Specific Skills and Knowledge	• Excellent written and verbal communication skills, with the ability to turn evidence, insight and lived experience into engaging, audience-appropriate stories and case studies. • Ability to build relationships with key stakeholders, including media, partners and sponsors. • Strong analytical skills to measure marketing effectiveness and drive improvements. • High level of creativity, initiative and strategic thinking. • Ability to work independently and manage multiple priorities. • Familiarity with design tools such as Adobe Creative Suite.	• Knowledge of the football industry and it's community outreach programmes.
Additional Requirements	• Flexible approach to work and working hours, to meet the demands of the role. • Suitable to work with children and young/ vulnerable adults e.g., evidenced by an up-to-date DBS Enhanced Disclosure. • Committed to equality and diversity initiatives and inclusive practice. • Able to travel to a wide range of locations, using own or public transport. • Able to uphold and fulfil the Huddersfield Town Foundation's vision and mission statements.	• Full driving license and access to a vehicle.

APPLICATION PROCESS

MARKETING AND COMMUNICATIONS EXECUTIVE

Please find below details of the application process and further information to assist you in its completion.

To apply, please create an account in our online application portal and ensure that you complete all associated questions in full. The portal is accessible via the link on our careers website:
<https://careers.htafcfoundation.com/>

Closing Date

Friday 30 October 2026

Shortlisting will take place on Tuesday 3 November with interviews taking place the week commencing Monday 9th November.

We encourage you to apply early, as we reserve the right to close the application window before the advertised closing date should we identify a suitable candidate.

All applicants will be notified of the outcome of their application, whether they are invited to attend interview, or not.

Assessment

Applications are assessed against the 'essential' and 'desirable' criteria for the role, as set out on the person specification. Please ensure, therefore, that your application fully reflects how you meet these criteria.

The Huddersfield Town Foundation welcomes applications from all sections of the community.

We are committed to the redress of any inequalities by taking positive action where appropriate.

We are a Disability Confident Leader and welcome applications from candidates with a disability. We are also seeking to diversify our workforce, particularly by gender and ethnicity.

We will apply for references for the successful candidate following the selection process.





**HUDDERSFIELD TOWN
FOUNDATION**

The Club's Official Charity

THANK YOU FOR YOUR
INTEREST IN THE
FOUNDATION



@htafcfoundation



@htafc_foundation



Huddersfield Town Foundation



@htafcfoundation



Registered with
**FUNDRAISING
REGULATOR**

(Charity Number: 1146501, Company Number: 07690182)