

Job Description



Post title:	Marketing Officer
Reporting to:	Marketing Manager
Responsible for:	N/a
Job Level:	Level 5
Location:	Homeworking with a requirement to attend Active Humber workspace in Hessle, Hull

Principal purpose of post:

- To support the Marketing Manager to deliver strategic marketing and communications plans.
- To deliver high quality work across all external communications, with particular responsibilities towards social media and digital marketing.
- To support the delivery of all Active Humber events.

Key Responsibility Areas:

- Responsible for the day-to-day management of all marketing operations, delivering against the agreed strategic marketing and communications plans.
- Responsible for the planning and operational management of Active Humber's social media presence, this includes planning content month by month and scheduling content on social media platforms.
- Writing content for Active Humber's website e.g. news articles and blog posts.
- Lead on internal training in relation to website updates and social media posts.
- Keeping the marketing Monday.com board up to date
- Contribute to the organisation's strategic marketing plans.

Communications and Public Relations

- Responsible for producing high-quality external communications, including social media, web presence and all printed materials/publications.
- Writing quality content for monthly and bimonthly campaigns and newsflashes.
- Provide guidance to internal and external colleagues to develop marketing and communication campaigns and material, ensuring that brand guidelines, corporate style and tone are adhered to.
- Create high quality marketing materials, ensuring best value for money, in a range of media e.g. social media graphics, mailings and newsflashes.

- Ensure Active Humber's CRM is up to date, and that contacts are accurately segmented into appropriate audiences.
- Responsibility for managing emailing campaigns via Mailchimp
- Support the planning, marketing and organising of events.
- Keep up to date with the latest marketing and communication trends, particularly in relation to the use of Artificial intelligence in social media and marketing activities.
- Supporting the marketing Manager on projects such as the brand guidelines, image policy, etc.

Monitoring and reporting

- Produce reports on social media activity and engagement.
- Communicate to colleagues on the progress of marketing activity.
- Support the analysis of marketing activity, contributing to strategic reporting on impact, quality and engagement.

Relationship Management

- Develop relationships internally and externally to ensure that relevant content can be produced in relation to Active Humber's activities.
- Represent and promote the work of the organisation, as appropriate, to internal and external audiences e.g. Sport England, Active Partnerships networks, Yorkshire and Humber cluster.
- Act as an external advocate for matters relating to the organisation.

Financial and Statutory Responsibilities

- Adhere to areas of governance and statutory responsibilities, in relation to marketing and communications.
- Have responsibility for identified budgets and/or physical resources within the organisation e.g. monthly subscriptions, purchase of team clothing, etc.
- Work with suppliers to control (and reduce) costs whilst meeting high quality standards.
- Seek alternative methods or techniques to support marketing activity, to ensure that marketing activity is best value for money.

Common requirements for all posts:

- All staff are expected to demonstrate consistently high standards of personal and professional conduct and maintain high standards of ethics and behaviour, in line with the Code of Conduct.
- To contribute to the development of a professional working and learning environment within the organisation.
- To actively engage in the performance review process.
- To continue personal professional development as required.
- To contribute to the organisation's understanding of diversity, inclusion and equality and its implications for sports and to ensure that this understanding informs all the organisation's activities.
- To support the work of Sport England and other Active Partnership's.

- Attend staff and other meetings and participate in staff training and development events as required.
- To ensure adherence to the organisation's policies and procedures with particular reference to Equality, Equal Opportunities, environmental sustainability, Welfare and Safeguarding, Data Protection and Health and Safety.
- To work in a flexible manner in line with the organisation's objectives and be willing to undertake other duties as reasonably requested.
- To provide excellent customer care in dealings with the public.
- Be willing to work unsociable hours, including some weekends and evenings.
- With notice, willingness to travel and work across England routinely.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

This job description is current at the date shown, but, in consultation with you, may be changed by the CEO to reflect or anticipate changes in the job commensurate with the grade and job title.

Person Specification

<i>Qualifications</i>	A good level of education, including a good standard of English and Maths	E
	Degree in a marketing or communications related subject	D
<i>Experience</i>	Experience of planning and managing social media campaigns	E
	Experience of managing a CRM	E
	Experience of planning and delivering external events	E
	Experience of working in the not for profit, sports and or health sector	D
<i>Skills & Knowledge</i>	Well-developed communication skills (both verbal and written)	E
	Strong IT skills with an understanding of Microsoft office applications including Outlook, Excel and Word.	E
	Excellent interpersonal skills for building relationships and communicating with stakeholders and colleagues (in person and via marketing campaigns)	E
	An ability to produce high quality content for websites, blogs, newsletters or similar	E
	An ability to work successfully both independently and as part of a team	E
	Strong administration skills with an attention to detail.	E
	Ability to use different databases and software packages e.g Mailchimp, Canva, Monday.com	E
	Ability to use initiative	E
	Ability to plan own workload and prioritise tasks.	E
	Ability to deliver training relevant to social media platforms	D
To act as an advocate for the organisation.	D	
<i>Other</i>	Friendly and approachable working manner	E
	Able to work independently and comfortable working in a remote working environment	E
	Enthusiasm for promoting sport and physical activity.	E
	Able to work flexibly, including some evenings and weekends (with notice).	E

E = Essential D= Desirable