



Job title	Content Officer/Graphic Designer
Company	Active Humber & North Yorkshire Sport
Contract	Permanent
Hours	Full time
Reports to	Head of Marketing
Salary	£22,000 per annum
Location	Hull 4 days per week, Harrogate 1 day per week

Role purpose

To deliver high quality design and creative content production work across print, social media, web, photo and video.

This is a role working across two independent charities delivering similar services as part of a joint marketing team. The successful candidate will work with the teams of both organisations to increase marketing literacy amongst team members and help develop a dynamic marketing team.

Background

With the Head of Marketing and a Marketing Officer already in place, we are looking for a Content Officer/Graphic Designer with the creative skills to complement the existing staff.

The role will suit candidates with at least 1-3 years professional experience of graphic design and content creation and looking to develop in a new role.

Tasks include graphic design and creative content production for a wide range of media including reports, presentations, infographics, social media, websites as well as video production and photography.

Up to date experience of using the Adobe Creative Suite (Photoshop, Indesign, Illustrator, Premier Pro) is essential, and experience planning, shooting and editing video content is highly desirable.

It is a varied and versatile role, so a willingness to develop new skills and a great work ethic will be essential.

The successful candidate will be expected to work flexibly across the 2 locations, with the expectation of a 'standard week being in Hull 4 days, and Harrogate 1, depending on requirements.

Company overview

North Yorkshire Sport and Active Humber formed as charities in 2014 and are the Active Partnerships for their respective geographic area. They are focused on reaching the least active to improve participation in physical activity, sport and active lifestyles. Both organisations work with a range of partners including Sport England, local authorities,



health, education, business and the voluntary and charity sector. This is a critical role within a company which has both a B2B and a B2C focus.

The two charities work across a large geographical area incorporating the whole of North Yorkshire and the Humber Region including the cities of Kingston upon Hull and York and larger towns of Harrogate, Scarborough, Scunthorpe and Grimsby.

Both organisations are small employing approximately 15 employees each. They have headquarters in Harrogate and Kingston upon Hull.

Roles and Responsibilities

The role requires enthusiasm and drive to perform in the given areas of responsibility.

Key Responsibility Areas:

- **Deliver creative design content for print, social media, web, and PR purposes.**
- **The day-to-day management of operational marketing functions for the above areas, delivering against the agreed strategic marketing and communications plans.**
- **Monitor workflows, collaborating across the marketing team to hit deadlines and project milestones, as appropriate.**

Relationship Management

- Communicate to colleagues on the progress of marketing activity using appropriate systems and channels.
- Develop strong working relationships with both Active Partnership teams in order to foster trust and deliver what is required
- Establish and develop relationships with suppliers providing print, web and digital solutions, promotional goods and services.
- Keep up to date with the latest marketing and communication trends.

Communications and Public Relations

- Responsible for producing high-quality internal and external communications content, including social media, video, web content and printed materials/publications.
- Advise, direct and support staff 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.
- Contribute to the marketing of events.

Financial and Statutory Responsibilities

- Adhere to areas of governance and statutory responsibilities, in relation to marketing and communications.
- Have responsibility for identified budgets and physical resources within the organisation.
- 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.
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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 Partnerships
- 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, 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.

Other relevant information

- **Car and driving licence are essential** as the successful candidate will be expected to work across both the charities spending time in both Harrogate and Hull

To apply, please complete the application form and email it to kconner@activehumber.co.uk with the title 'Graphic Designer Application'.

Please note CV's will not be considered - no agencies.

Closing date - 23.45 Sunday 2nd February 2020

Interview date -TBC - at the Active Humber Offices in Hull