



activefusion

Sport for Schools & Communities

**MARKETING & COMMUNICATIONS OFFICER
RECRUITMENT INFORMATION**

About Active Fusion

Our Mission:

Champion, Develop & Challenge.

We will inspire and implement solutions for young people to be the best they can be through physical and personal development.

Active Fusion are a Charitable Incorporated Organisation. Our experience of working within the sports, community and education sectors reaches back as far as being one of the school sport partnerships in Doncaster and we have a wealth of knowledge, an excellent track record of success and an outstanding reputation.

All of our delivery team are educated to degree or equivalent standard and have National Governing Body Level 2 qualifications in a variety of sports, as well as current enhanced DBS checks, First Aid, Child Protection qualifications and a range of further qualifications.

We provide unique opportunities for schools and communities to develop and reach their potential using the power of sport, dance and physical activity. Our bespoke programmes range from sport and physical activity sessions, training and development programmes, qualifications, leadership and volunteering, competitions, events, health initiatives and resource development.

Our Objectives:

- **Improving Physical Wellbeing:**
 - Increasing participation in physical activity and sport.
 - Improving physical literacy.
- **Increasing the employability of young people:**
 - Increase the number of young people being trained as sports leaders.
 - Increase the number of physical education & sport apprentices.
 - Offer more volunteering opportunities for children & young people in physical activity & sport.
- **Improve the quality of teaching & learning in physical education.**
 - Increase the confidence and competence teachers.
 - Maintain Active Fusion delivery standards.
 - Demonstrate pupils' attainment in physical education.

ACTIVE FUSION
Marketing & Communication Officer

Salary: £19,120.92

(Includes company pension scheme)

This is a rare and exciting opportunity for a marketing & communication officer to join our growing team.

Objectives

The Communications Officer will play a key role in helping Active Fusion grow its profile and increase engagement with a wide range of audiences through forward-thinking, impactful and integrated marketing and communication campaigns.

This role leads on the creation, curation, integration, and scheduling of all marketing content, both internal and external, against business objectives. The scope includes content across all platforms and formats to drive positive customer/audience engagement including the development and production of digital and print resources, social media, digital communications, copywriting, events and web content. The role will enhance collaboration of marketing activities with colleagues, partners, and funders.

The Communications Officer will deliver a cohesive approach to Active Fusions' brand and ensure that its communications are original, influential and informative for a broad range of our stakeholders. The role involves all aspects of content and channel optimisation, brand consistency, segmentation and personalisation, analytics and actionable insights, evaluation and return on investment.

Closing Date: Wednesday 8th August (Shortlisting 9th August)

Interviews: Wednesday 15th August

Start date: Wednesday 29th August

An application pack can be downloaded from:

<http://activefusion.org.uk/careers/vacancies-2/>

Or by emailing: info@activefusion.org.uk

Communications Officer – Job Description

The Communications Officer is responsible to the Head of Fundraising and Development.

Objectives

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Responsibilities

Communications and Marketing

- Tell our story: help maintain and build Active Fusions' reputation, brand and profile locally, regionally and nationally.
- Develop and implement impactful marketing campaigns and build a comprehensive content marketing plan using fresh, original and powerful messages about our work.
- Work collaboratively with the Active Fusion team and our partners to develop and execute a vibrant and exciting communications calendar.
- Increase engagement with our audiences and key stakeholders to communicate our messages around impact, fundraising, and opportunities to get involved.
- Use insight to improve the depth and breadth of our audiences and to extend our reach.
- Drive footfall to our school and community-based programmes and events.
- Produce offline resources including our brochure of services.
- Use your creative and expert communications skills to develop engaging content including copy for both online and offline channels.
- Work with the wider team to manage data and manipulate it for research and audience development purposes.
- Prepare comprehensive marketing performance reports for a range of audiences such as our senior team, board, funders, and partners.
- Ensure colleagues are kept up-to-date with the communications planner and provide support to colleagues who need to use marketing tools in their day to day work.

- Work closely with colleagues and the senior team to share key messages and milestones with internal audiences.

Online and digital

- Plan and deliver an effective social media strategy that extends the reach of our work, engages new and current audiences, and builds our brand and profile.
- Lead on the development of content including photography, video, story banks, audio and key messaging frameworks, and where necessary working with others to generate some of this content.
- Create an engaging and well-written regular e-newsletter gathering content from across the Active Fusion team & wider network in a timely manner and with a compelling call to action.
- Ensure our website is up-to-date and fully optimised with relevant content to drive traffic and enhance the user experience.
- Monitor the performance our website and use forward thinking communication techniques to generate online donations, participation in our programmes.
- Ensure information about Active Fusion held on external websites, such as partner websites, is accurate, on brand and reflects our communications strategy.

PR, media, and events

- Work with colleagues on the organisation of Active Fusion events, such as competitions or major sports events, and coordinate our presence at external events.
- Provide proactive and responsive media relations activity by forging excellent relationships with local, regional and, where relevant, national media contacts.
- Work collaboratively with the wider team to identify press opportunities and create well-written press releases to pitch to relevant media contacts.
- Monitor our online and offline media coverage and review the impact.
- Maintain and coordinate our image bank and associated consent forms.
- Contribute to Active Fusions' compliance with GDPR across all media.

Please note: This job description reflects the core activities. As darts and the post holder develop, there may be changes in the emphasis of duties. It is expected that the post holder will recognise this and adopt a flexible approach to work and be willing to participate in relevant training.

Communications Officer – Person Specification

Essential Skills:

- Educated to degree level or equivalent in Marketing or a related subject.
- Proven track record in applied marketing communications with the understanding and ability to ensure integration across all channels.
- Experience in campaign development, content creation, delivery and evaluation for both offline and online channels.
- Ability to tailor communications to target a range of stakeholders and influencers.
- Excellent written and verbal communications skills and the ability to author, curate and edit content with fluidity, speed and flexibility to ensure it is high quality, and relevant to the audience.
- Proven experience of creating social media strategies that have led to an increased engagement.
- Track record of securing media and press coverage and developing excellent relationships with media contacts.
- Experience of using data and insight to add value to communications campaigns.
- Sound working knowledge of marketing tools including social media platforms, MailChimp, Google Analytics, WordPress and Survey Monkey (or similar).
- Good working knowledge of Microsoft programmes including Word, Outlook, Excel, and PowerPoint.

Disposition:

- Creative and innovative: generates original ideas and demonstrates flair.
- Ability to multi-task and prioritise workload.
- Ability to develop strong and effective working relationships with internal and external colleagues.
- An ability to work on own initiative, self-starting, identifying priorities and making decisions whilst working to tight deadlines and keeping others informed.
- The ability to develop strong and effective working relationships with internal and external colleagues.
- A passion for continual learning and new technology tools, using them to best effect across content marketing management.
- Committed to diversity and supporting equality of opportunity.
- The ability to work flexibly (occasional evenings and weekends), including travel within the UK, according to the needs of the service.

Desirable:

- Chartered Institute of Marketing (CIM) qualification or working towards.
- An interest in the sport and physical activity and the impact of this on health, wellbeing, and learning.
- Clean driving licence.
- Local knowledge of Doncaster and South Yorkshire and its different communities.