

## Marketing and Communications Executive

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Role: 32 hours per week (full time)

Salary: £20,000 - £23,000

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### Background

Actify is a social enterprise that provides training and technology for the sport and physical activity (PA) sector that increases knowledge and impact.

We bring together a unique combination of skills and expertise in sport, PA and digital technology that enables us to connect people with the information they need to achieve the best outcomes possible.



Our training helps organisations develop and deliver person centred, outcome focused sport and PA programmes.



The Actify digital platform, and our related support services, enable sports and PA organisations to host and manage a range of digital content that increases their reach, impact and sustainability.

We develop our products and services collaboratively with stakeholders from policy, funding, research and practice to ensure our work is responding to needs and interests from across the sector.

As a social enterprise we are focused on working towards long term social change and equality, with all profit being reinvested in achieving our mission and not landing in shareholders pockets. This doesn't mean we aren't a serious business, we are entirely focused on being the absolute best and most efficient we can be, it just means that all those involved in the company are doing something excellent and helping make the world a slightly better place.

We are currently recruiting a Marketing and Communications Executive to help us increase awareness of our work and maximise its impact.

Please visit [go.actify.org.uk](http://go.actify.org.uk) for more information on the organisation.

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## The Role

The Marketing and Communications Executive will work closely with the rest of the Actify team to plan and deliver a range of marketing activities that help us:

1. Ensure that our stakeholders understand who we are and how we can help them (GET customers);
  2. understand the needs, demands and interests of our stakeholders (KEEP customers);
  3. create new connections across the sector (GROW our number of customers);
  4. gather learning that enables us to improve (GROW our number of customers).
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## What will the role involve?

### Developing our Marketing Plan

- Work with management to review and develop the Marketing Plan
- Lead on the implementation of the Marketing Plan
- Keep up-to-speed on new marketing trends and propose updates to plans

### Weekly marketing and communication activities

- Lead on weekly marketing plans and activities
- Manage social media activity on a daily basis and work towards increasing audience reach
- Write copy for our digital channels that include [social media](#), our [website](#) and our [Actify digital platform](#)
- Work closely with colleagues to plan and produce new and video and graphic content
- Manage the [go.actify.org.uk](http://go.actify.org.uk) website and work with the Digital Development team to improve the functionality and value of the site
- Manage email marketing campaigns
- Use Google Analytics, Google AdWords, and other relevant tools to assess value and impact of activities

### Event support

- Work with project teams to promote and deliver events
- Assist with event management and administration tasks

## Content production

- Develop new digital content concepts
- Assist with content production scheduling
- Assist with digital content production

## Relationship management

- Develop and manage relationships with broad range of customers, partners and stakeholders
- Undertake ongoing consultation on development needs and opportunities
- Gather information and feedback
- Identify and nurture new business opportunities
- Respond to enquiries from existing and potential customers
- Liaise with digital colleagues on support requests

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## What skills and experience will you have?

### Essential:

- Expertise in marketing and communications
- Expertise in digital marketing
- Experience of developing and implementing digital marketing plans
- Experience of using digital marketing tools such as MailChimp and Google Analytics
- Experience of managing social media channels and scheduling tools
- Experience of producing digital content
- Experience of website management
- Excellent interpersonal and communication skills
- A creative streak
- A keen eye for detail
- Excellent organisational and IT skills
- A passion for helping people enjoy an active way of life

### Desirable:

- Event management experience
- An interest in the use of data
- Experience of developing and managing partner relationships
- A knowledge of the sport and/or physical activity sector

## What will you get out of this role?

Benefits include:

- Competitive package
- We encourage employees to maintain a good work life balance and our full time roles are now 32 hours per week.
- 30 days annual holiday (including bank holidays)
- Pension scheme with 3% employers contribution
- Flexible working
- Working as part of a small and dynamic team
- Working on a diverse and interesting range of projects
- Helping to improve health and wellbeing of the population

The Actify office is in Glasgow city centre however we work flexibly with a mix of remote and office based working. As we move beyond the pandemic, the Marketing and Communications Executive will be out and about on a regular basis developing content and developing relationships with stakeholders.

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## How to apply

Please send a covering letter and CV to [jobs@actify.org.uk](mailto:jobs@actify.org.uk) by 12 noon on Monday 17th of January 2022 and include the job title in the subject line of your email.

Please use your covering letter to outline:

- How your skills and experience relate to this job description;
- why you are applying;
- why you are the best person for the job.

Please note: applications that do not contain a relevant cover letter will not be considered.

Interviews are scheduled for Tuesday the 8th and Wednesday the 9th of February 2021 and will involve competency based questions and a role related task.

The details of the interviews will be confirmed nearer the time and will be conducted in person in Glasgow if Covid-19 guidance allows.