



Active Communities

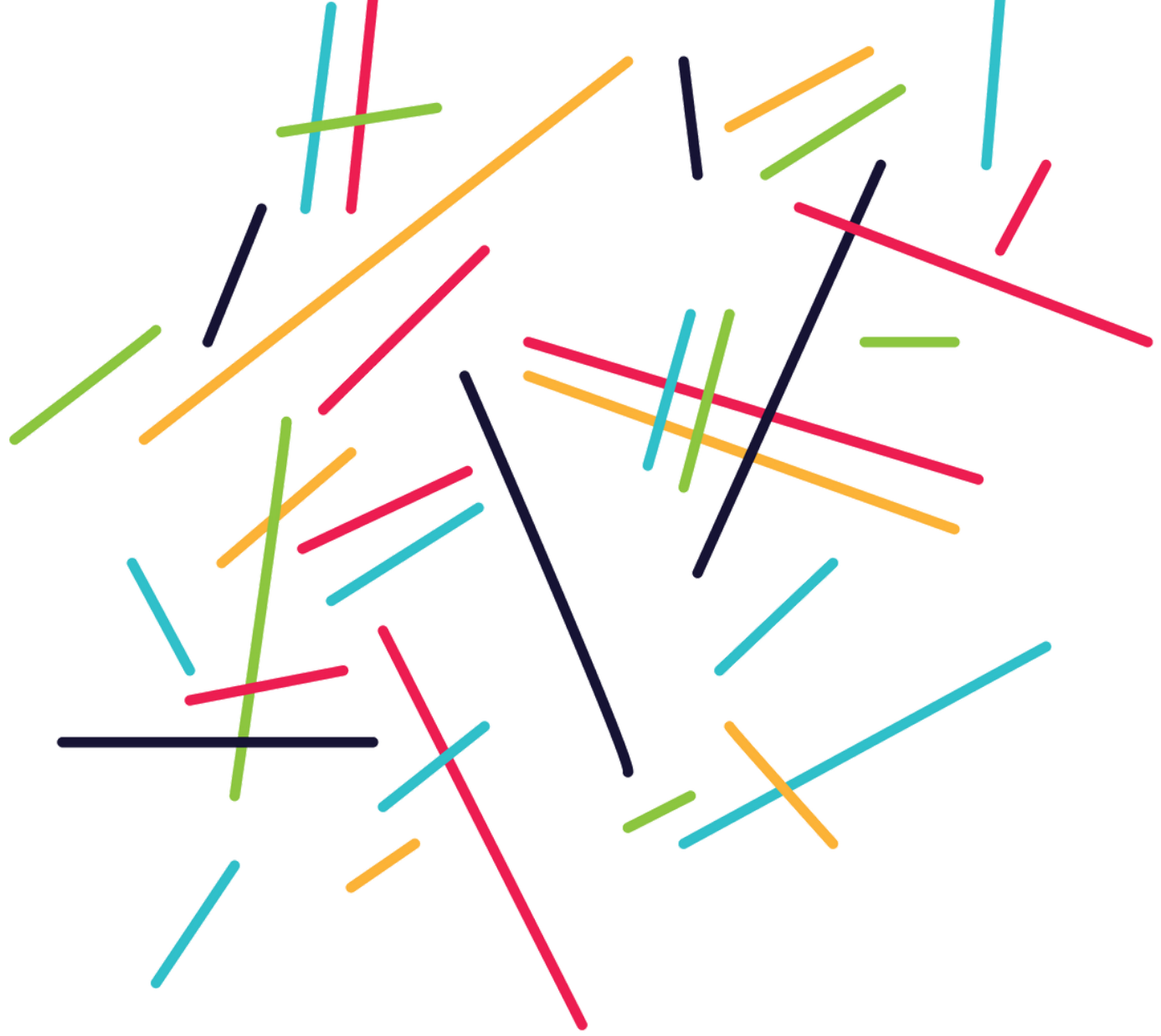
Marketing Coordinator



Scottish Government
Riaghaltas na h-Alba

This post is funded by Scottish
Government, strengthening
Communities Fund





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www.activecommunities.co.uk |
Company number: SC370513. Charity number: SC041275.

Hello.

Thank you for your interest in the vacancy for Marketing Coordinator.

Active Communities is an innovative and award-winning health and wellbeing charity in Renfrewshire, providing a range of health and wellbeing programmes and groups that cater for our local communities.

We opened our Community Hub, Station Seven, in Johnstone, Renfrewshire. We host a range of community-led health and wellbeing programmes and groups as well as providing space hire for local organisations, businesses and people.

The Marketing coordinator, funded by Scottish Government Straightening Communities fund, will play a key role to raise our profile and improve our impact within the local area and increase our funds through enterprise and fundraising.

There are two strands to the work we do at Active Communities 1. Provide free or low cost and accessible health and wellbeing activities to local people that supports the social-economic challenges within our communities and 2. Develop Station Seven as a social enterprise and raise funds so that Active Communities can achieve their charitable aims to provide free or low-cost activities within the community. This role supports these two strands by developing effective and impactful market campaigns for our Social Enterprise, Station Seven and supporting the marketing of our project activities

We are looking for a highly motivated and organised person who can passionately lead our marketing strategy. We expect strong project management and digital skills with successful marketing campaigns within a social enterprise or commercial setting.

This post is 25 hours per week and we are open to a flexible working pattern and hybrid working. On occasions they may be evening or weekend work for events and campaigns.

To apply please complete the application form here [Active Communities Job Application Form](#). Feel free to contact us if you need the application in another format or any support with the application process.

The closing date is Monday 3rd July 2023.

We look forward to receiving your application.



About Active Communities.

Active Communities changes lives through motivating and engaging programmes which we deliver using a supportive and friendly approach. We believe in the power of community, listening to community needs and working with local people to improve their health and wellbeing.

Our aims are to connect local people, improve health and wellbeing, reduce loneliness and isolation, tackle health inequalities and provide opportunities for people to reach their full potential.

Our Vision

Our community will be happy, healthy, active, and connected.

Our Mission

Empowering local people, by inspiring, supporting and enabling them to reach their full potential.

Our Work

We provide a range of health and wellbeing groups and opportunities across Renfrewshire and in our Community Hub, Station Seven. Musical Tots, After-School programmes, Jogging Buddies, a crochet group, social drop ins, Break-xercise, Pilates, Mindfulness and gardening groups are just a snapshot of what we deliver.

We have welcomed local charities Roar and Create Paisley as tenants in Station Seven which has helped us develop our partnerships with these organisations and collectively build on our community reach.

To sustain our Active Community aims and ensure Station Seven as a facility continues its high standards, we have to focus on income generation through space hire, events and fundraising.

Although our hub is in Johnstone, we continue to ensure we have a presence throughout Renfrewshire communities and with local partners, influence how social issues are addressed within the area.



Our Core Values.

We strive to make our values part of our daily life at Active Communities to reflect who we are and what we want to achieve in the local area.

We Champion

We empower and inspire people in the community who need us the most

We Care

We are determined to include everyone and give people a place to belong

We Connect

We listen, involve and we bring people together

We Celebrate

We recognise all achievements should be celebrated, enjoyed and make us all feel good

We are Courageous

We constantly challenge ourselves and have the strength and passion to make a difference in people's lives



Job Description.

Grade & Starting Salary:	£25,000 - £27,000 pro rata
Responsible to:	Station Seven Development Manager
Contract:	Fixed Term for 3 years
Hours:	25 hours per week
Based:	Johnstone, Renfrewshire
Special Conditions:	Some unsocial hours. Hybrid working an option

This post is funded by Scottish Government Strengthening Communities Fund.

The post holder will lead the marketing strategy through developing effective and impactful market campaigns for our Social Enterprise, Station Seven and supporting the marketing of our project activities.

Tasks and Responsibilities:

Support our vision

- Develop and implement a marketing plan including strategy, goals, budget and campaigns.
- Oversee the marketing budget.
- Ensure high quality standards of project management.

Build our brand

- Drive brand awareness and customer engagement across consumers, corporate sector and public sector.
- Keep our branding and guidelines up to date and ensure it is used consistently across the organisation.
- Develop a suite of marketing templates for use by other staff.
- Build an archive of stories, images and videos for the website and ongoing and future marketing projects.
- Create newsletters, press releases, by-line articles, presentations and talking points and other comms materials to promote Active Communities.

Promote and grow our social enterprise, Station Seven

- Lead marketing campaigns to generate income through space hire, events and our kitchen and café.
- Lead marketing campaigns to package our health and wellbeing programmes to generate income.
- Support the Station Seven Development Manager with ongoing business development work.

Job Description Cont'd

Support our digital agenda

- Build and maintain our digital presence by overseeing our website and social media channels.
- Create content and social media campaigns that builds followers, enhance visibility and drive engagement.
- Conduct analysis to assess the performance of digital content.
- Utilise the CRM database for campaigns.

Work with our community projects

- Support the work of the projects to widen our reach, raise our profile and impact within Renfrewshire.
- Provided campaigns for target audiences, which various across our programmes.
- Develop and deliver on and offline campaigns.

Support events

- Contribute to the organisation and promotion of events and meetings for example business, fundraising, community events or meetings.

Research, monitor and evaluate

- Support the evaluation process of projects.
- Undertaking market research studies and reviewing findings to understand market opportunities.
- Monitoring the impact of marketing work undertaken; by target setting, tracking and analysing all engagement data available.
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Monitor, measure and report all media coverage, digital channels and communications goals.

Work in partnership with others

- Ensure strong, collaborative working relationships with colleagues and stakeholders including local businesses and third and public sector partners.
- Be an ambassador for Active Communities.

This job description is intended to outline the post at this stage of development. It is not an exhaustive list, and it is recognised that jobs change and evolve over time.

Job Description Cont'd

Person Specification

We are looking for a highly motivated and organised person who can passionately lead our marketing strategy. We expect strong project management and digital skills and to have had successes within a social enterprise or commercial setting.

Skills and Knowledge

- Have a proven track record of successful marketing campaigns with a social enterprise or commercial setting
- Good understanding of market principles
- Creative flare
- Have a strategic outlook and vision.
- Strong Project Management skills
- Strong organisational skills
- Knowledge of digital trends
- Knowledge of effective market research and trends
- Experience of CRM systems
- Strong creative skills with design packages
- Commitment to learning training and development.
- Knowledge and understanding of, and commitment to, equality of opportunity, anti-discriminatory practices and inclusion

Attributes and Values

- Effective communicator, written and verbally with a warm, professional, and friendly manner
- Enthusiastic, compassionate, and kind
- Desire to make a difference
- Have a strong social conscious

Desirable

- A Marketing or Communication formal qualification or training
- Experience of third sector/charity setting
- Experience of fundraising
- A good understanding of social issues affecting local communities i.e. food poverty, financial poverty, isolation
- Strong and effective event planning skills

What we offer you.

- Excellent holiday entitlement (35 days including public holidays)
- Flexible working
- Westfield Health plan (savings on optical, dental, physio etc)
- Nest pension
- Work within a team where values matter
- Learning and Development opportunities
- Networking with social enterprises, third sector organisation and local businesses
- Opportunity to make a difference
- Opportunity to work with a well-respected charity which has a strong sense of values and commitment to the community

Thank you for your interest in this post, to apply go to our website
www.activecommunities.co.uk