



## **MARKETING OFFICER (Sleep Action)**

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**Location:** Hybrid remote (office located in Edinburgh City Centre)

**Hours:** 20 hours per week (minimum 3 days per week, Monday–Friday)

**Salary:** £15,428 per annum (£27,000 full time equivalent)

### **Purpose of the Role**

Reporting to the Marketing & Brand Manager, you will play a key role in raising awareness of Sleep Action and strengthening the charity's reputation as the UK's expert voice on sleep. Your focus will be on creating compelling content that showcases sleep as a core wellbeing issue and demonstrates the impact of our training and support. In this role, you will tell stories that bring our work to life, build relationships with external stakeholders and partners, and highlight that there is no health and wellbeing without sleep. You will work closely with colleagues in the Sleep Training and Sleep Support teams to connect with key audiences and champion Sleep Action's mission across the UK and Ireland.

### **Principal Responsibilities**

- **Create engaging content** that highlights the key role sleep plays in health and wellbeing and that positions Sleep Action as a key voice on sleep, while reflecting our brand's tone of voice, and being thoughtfully tailored to Sleep Action's audiences, which include health and social care professionals, parents/carers, and employers
- **Gather and share impact stories:** Identify and gather stories that showcase the impact of our services and retell them as compelling case studies, short videos, and web and social assets
- **Nurture key external relationships:** Coordinate engagement to turn past delegates into advocates. Run post-training communications, create toolkits and brand packs for Sleep Counsellors, Lecturers, and other sector contacts
- **Own the website's Learn about sleep section**, collaborating with the wider team, identifying sleep-related topics and trends, creating SEO content for the website to engage core audiences (experience using WordPress would be beneficial)
- **Support visual communications**, including graphics, videos, and promotional materials, ensuring adherence to our brand guidelines (experience with Canva, Adobe Express, or similar is beneficial)
- **Assist with conference preparation**, including event communications, branded materials, and resource packs
- **Contribute to our internal knowledge base**, ensuring staff have access to up-to-date marketing and communications resources
- **Support HR communications**, such as internal updates or recruitment campaigns relevant to Sleep Action
- **Support the wider Marketing team** with specific projects as and when required



## **Values**

Our people and our values are most important to us, so any member of our team must understand and live these values:

**Tailored** – We always put people at the centre of our work.

**Humour** – Great things can be achieved when we are happy and have fun.

**Resilient** – Flexibility, confidence and creativity turn challenges into opportunities.

**Integrity** – Passion and professionalism are vital for all involved in our organisation.

**Value** – Everybody deserves respect and we are enriched through our differences.

**Empathy** – Compassion and care are in everything we do.

## **Key skills**

- A natural storyteller with the ability to take complex information and communicate it to a wide variety of audiences effectively
- A strong communicator who enjoys creating compelling content in various formats
- Excellent attention to detail with the ability to juggle multiple projects
- A brand builder with a track record of developing and executing cross-channel content strategies
- Tech-savvy, familiar with content management systems (WordPress), email management platforms (Mailchimp), social media platforms (Buffer), and analytics tools (Google Analytics)
- Organised and proactive, able to manage your time well in a remote working environment and balance day-to-day content work with longer-term projects

## **Desired qualities**

- Passionate about using your skills and knowledge to transform the lives
- Interested in improving sleep and wellbeing on a national level
- Energetic, highly motivated, with an enquiring mind and passion for excellence
- Outstanding communication and interpersonal abilities
- Keen to learn and develop in a marketing role, with guidance and support

## **Communication**

- Be open, accountable and approachable to encourage a learning culture within the organisation.
- Develop relationships and networks to promote the work of Sleep Action
- Build partnerships with other organisations that furthers the development of our organisation