

Marketing Officer

Recruitment pack



**THE
SPORTS
TRUST**



Thank you for taking an interest in the Marketing Officer position at The Sports Trust.

The Sports Trust is seeking a Marketing Officer who will work with the wider team to support and deliver marketing initiatives, across a wide variety of platforms, which support the charity's overall mission of creating inclusive and inspiring environments for people to love sport and exercise.

This role will work across the charity's extensive projects within schools, sports clubs and the local community, as well as supporting Three Hills Sports Park with communications and marketing initiatives, which will include the launch of the brand new athletics track. You will be responsible for creating marketing materials, scheduling social media posts, launching new products, communicating with our audiences via newsletter and updating websites with timely and relevant content which our communities will enjoy.

If you are passionate about making a positive contribution to the local community and are excited by the challenge of helping us develop and grow our charity, then I would encourage you to apply.

We very much look forward to hearing from you.

With best wishes

Dan Hulme
Chief Executive Officer





About The Sports Trust

The Sports Trust is a registered charity which was set up in 2013. The charity works in schools, sports clubs and in the local community to provide the best opportunities for people of all ages and abilities to be physically active.

In schools, The Sports Trust delivers a comprehensive timetable of coaching and competitions to every school in the Folkestone & Hythe district to inspire and encourage young people to build a life-long love for sport. The Sports Trust's team work with teachers and staff to embed physical activity within the culture of every school, while also upskilling teachers to feel more confident in coaching sport & physical education.

In sports clubs, The Sports Trust looks to support clubs with funding applications, training, qualifications and guidance. We support clubs with marketing initiatives which aim to drive participation and we'll support talented athletes to reach the highest level of competition via our ambassador programme.

In the community, the charity aims to break down barriers to participation, especially for under-represented groups, including women, people aged 50+, those living with a mental health condition or for those whom english is a second language. We work collaboratively with strategic partners to create safe and inclusive environments for people to move more and meet like-minded people.

The Sports Trust is proud to operate three impressive and inspirational sporting facilities: Folkestone 51, Three Hills Sports Park and Folkestone Sea Sports, with the aim of creating safe and inclusive environments for people to love sport and exercise, whatever their motivation may be.

Job description

Job title: Marketing Officer

Report to: Chief Executive

Contract type: One-year fixed term contract

Working pattern: 5 days (37.5 hours) per week to include some evenings and weekends.

Salary: £22,000

Location: Hybrid working, with hot-desking available at Three Hills Sports Park.

Main objective:

This role will work across the charity's extensive projects within schools, sports clubs and the local community, as well as supporting Three Hills Sports Park with communications and marketing initiatives, which will include the launch of the brand new athletics track. You will be responsible for creating marketing materials, scheduling social media posts, launching new products, communicating with our audiences via newsletter and updating websites with timely and relevant content which our communities will enjoy.

Main duties:

1. Create a variety of helpful, engaging and inspirational on-brand content (digital and print) for The Sports Trust and Three Hills Sports Park using Canva or Adobe.
2. Write copy where required for a range of platforms, audiences and stakeholders
3. Keep image and video libraries up to date, ensuring all photo permissions have been obtained
4. Update websites with relevant and timely content, ensuring all products, memberships and sessions are set up correctly, troubleshooting any problems where necessary
5. Keep our members, service users and partners updated regularly with newsletters via MailChimp
6. Create and implement a social media plan across Facebook, Instagram, Twitter and TikTok which increases our digital presence and encourages meaningful interactions with our online communities. Monitor all inboxes/comments and respond to enquiries.
7. Support the wider team to promote their projects, sessions, events and opportunities
8. Assist the wider team with event planning, management and delivery.
9. Track and analyse relevant marketing data and report monthly, monitoring the impact of our marketing activity on bookings and engagement.
10. Any other reasonable duties commensurate with the aims of this project and the level of this role, as directed.





Person specification

	Essential	Desirable
Experience		
Experience of using social media platforms, such as Facebook, Twitter, Instagram and TikTok	x	
Experience of managing multiple tasks to deadline	x	
Experience of creating digital content, including videos, in a personal or professional capacity	x	
Previous marketing experience	x	
Experience of using Canva or the Adobe Suite (InDesign, Photoshop, Illustrator, Premiere Pro etc) or equivalent graphic design software		x
Knowledge of GDPR (General Data Protection Regulation) and safeguarding		x
Skills		
Excellent written and verbal communication	x	
Good time management skills and the ability to plan and prioritise on own initiative	x	
Able to work both independently and with a team	x	
Able to communicate with a variety of people in a friendly, professional and confident manner	x	
Attributes		
Curiosity driven, always staying on top of modern technology and trends	x	
Highly organised with attention to detail	x	
Interest in sport and/or widening sports participation across all sectors of the community	x	
Qualifications and certifications		
English GCSE or equivalent	x	
No indications in personal background or criminal record to suggest unsuitability to carry out role (enhanced Disclosure and Barring Service check required)	x	
Undergraduate degree or equivalent		x
Full, clean driving license and access to own transport		x



How to apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Jordon Mann, Head of Marketing & Communications on j.mann@thesportstrust.org.

To apply, please email j.mann@thesportstrust.org with:

- your CV
- a cover letter which details why you are the right person for this role and how you meet the person specification (no more than two sides of A4)

This advert will remain open until Thursday 24th August and interviews will be on Monday 29th August or Tuesday 30th August 2022.