



European Union
European
Social Fund



**Active
Lancashire**
SPORT / HEALTH / INSPIRE

Role profile

Marketing Officer



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Post

Marketing Officer (Business Health Matters)

Salary

NJC 19-22 (£27,852-29,439)

Location

Hybrid working, combination of remote working from home and working from designated base (Leyland)

Reporting to

Marketing & Communications Manager

Contract

Fixed-term contract until March 2024

Benefits

Flexible working hours; free parking (Leyland office); access to Local Government Pension Scheme; 33 days holiday inclusive of Bank Holidays plus additional discretionary Christmas Leave and Wellbeing Day; regular wellbeing activities, wellbeing hour and team development activities; A commitment to your professional development

About Active Lancashire

Founded in 2000, Active Lancashire is the strategic lead for sport and physical activity in Lancashire. We are one of 43 Sport England led [Active Partnerships](#) that drive a sports and physically active delivery system across the country. Our role means that we engage partners, empower communities and enable individuals across the county so that they can reap the benefits of a more physically active lifestyle.

Together with our partners, we achieve this by leading, facilitating and delivering [life-changing projects](#) and services across the county that tackle inequalities, transform communities and help people lead happier and more prosperous lives.

By joining our organisation, you will gain a better understanding of local communities and the issues they face, and how our partnership work tackles those issues. Your work will have a direct impact on our communities and bring positive change into people's lives.

Our strategy - A Decade of Movement

In 2021, we launched our new strategy, marking an important moment in our history and an exciting moment for the future of Lancashire. 'A Decade of Movement' is based on the belief that every individual deserves to live an enjoyable and active lifestyle.

The links between increased levels of physical activity and improved health are well known and by getting more active, we know that individuals across the county can transform their lives. Our new strategy highlights that through our partner work and the delivery of our projects and services, we can use the power of physical activity to improve employment rates, decrease levels of deprivation and improve overall health in Lancashire.

We want to see a future where every person has access to, and benefits from a physically active lifestyle. To learn more, we invite you to watch our strategy [video](#), or alternatively, you can download the summary document [here](#).



Our values

Through living our values, we shape our own culture and influence those around us.

We believe in our values and will apply them every day in everything that we do from delivering our projects and services to our participants, engaging with our partners and stakeholders and working together as a team.

If you are applying for a job with Active Lancashire, you will be asked to demonstrate some of the Active Lancashire values and how they would apply in your everyday work. **You may want to think about work experience or volunteering you have done or experiences from your personal life such as helping friends or family.**

Working Together



We drive partnerships and work collaboratively

Everyone counts



We value, respect and appreciate every voice

Forward Thinking



We are innovative, bold and strive to improve

Influencing change



Inspire others to change behaviours and improve lives

Passion



We are passionate about what we do and care how we do it

People first



People are at heart of everything we do

The role

Reporting to the Marketing and Communications Manager, this varied role will provide essential marketing and communications support to the Business Health Matters programme. The role is a pivotal element of the future growth of the programme, which aims to create a healthier and happier workforce in Lancashire for generations to come.

Part-funded by the European Union and the Government's Industrial Strategy Challenge fund, this role will act as brand guardian for the programme, ensuring that European Social Fund branding requirements are adhered to.

The successful candidate will be a confident communicator with a passion for health and wellbeing, who can build strong relationships with key stakeholders including programme partners and networks such as Shout, Boost network, Lancashire Business View and Chambers of Commerce. This role will lead on the digital marketing, PR and CRM communications for the programme, as well as supporting the wide range of internal and external events and awards ceremonies associated to the programme.

This role will sit within the wider Active Lancashire marketing team with a specific focus on the Business Health Matters programme, though ADHOC support to wider Active Lancashire projects will be required.



Responsibilities

Digital marketing

- Responsible for the maintenance and continuous improvement of the BHM website to ensure a positive user experience.
- Management of the BHM social media channels sharing regular content that raises awareness of the programme
- Full management of paid digital marketing across social media and PPC channels as required.

CRM and customer experience

- Work with the Marketing and Communications Manager to develop an end-to-end communications plan for contacts within the CRM system.
- Regular liaison with the business engagement team to ensure leads and customers are regularly communicated with in a timely and professional manner.
- Develop email marketing campaigns that engage BHM's audience with a focus on conversion and long-term retention.

Events

- Work with programme staff to deliver key events across the BHM calendar, including engagement events with workplace health champions.
- Provide support to the business engagement team by attending various networking events as needed.
- Attend external events to represent the BHM brand, including regional awards ceremonies and celebration events.

Campaign management

- Full ownership of the BHM campaign calendar, including national awareness days and internal campaigns.
- Creation of online and offline content that is relevant and engaging for the programme's target audience.
- Deliver regular reports on the performance of marketing activity to the project management team and on occasion, to the Executive Committee.

Stakeholder relationships

- Build and maintain strong relationships with programme partners so that consistent marketing and communications are delivered across Lancashire.
- Liaise with networks across Lancashire, including the BHM tutor workforce, to amplify programme messaging to new audiences.
- Be the lead marketing support for the 'health' work family at Active Lancashire and work closely with internal colleagues to ensure brand guidelines are adhered to and design support is given as and when needed.
- To conduct quarterly ESF branding and publicity compliance checks on Delivery Partners marketing collateral and channels to the satisfaction of the DWP Funding body.

PR

- Draft and circulate engaging press releases that communicate key programme messages and share successes with local businesses.
- Build strong relationships with local, relevant media who can amplify reach to the business community, such as Lancashire Business View and local newspapers.
- Support local delivery partners to engage their local media by assisting with case study and press release templates.

Person specification

Applicants will be expected to demonstrate these experience, skills, abilities and attributes.

| Selection criteria | Requirement |
|--|-------------|
| Qualifications and training | |
| Educated to degree level in English, Marketing, Media, Journalism, or similar subject. | E |
| CIM qualification Level 4 or above | D |
| Experience | |
| Minimum 3 years' experience of working within a marketing role, in a business environment including managing organic and paid social media activity. | E |
| Experience of creating content with Adobe suite and Canva | E |
| Experience of using a CMS to ensure website content is up to date and relevant | E |
| Experience of running targeted paid digital ads on social media channels | E |
| Confidence in using a CRM system to deliver engaging communications to contacts and existing customers. | E |
| Experience of running PPC ads | D |
| Experience in leading internal and external engagement events | D |
| Skills, knowledge and attributes | |
| Excellent communication skills, both written and verbal with the ability to write for different audiences and purposes. | E |
| Ability to meet multiple deadlines, with excellent organisational skills. | E |
| Outgoing, confident and friendly with a professional approach. | E |
| Demonstrate an ability to work cooperatively and flexibly with colleagues including undertaking appropriate administrative responsibilities. | E |
| Willing to undertake Personal Development. | E |



Location

This working location of this role is a combination of working from home and working from our Leyland-based office, 2 days per week.

Application process

To apply, please submit a CV and cover letter (of not more than one page), explaining clearly why you are interested in the role and suited to it (based on the person specification), to jobs@activelancashire.org.uk or apply via the website at www.activelancashire.org.uk.

If you would like an informal discussion about the role, please contact Gemma Slater-Avery on 07809890140 or email gslater-avery@activelancashire.org.uk

In addition, please provide the following information:

- Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer is confirmed).
- Any reasonable adjustments we can make to assist you in your application or the selection process.

For information on how Active Lancashire processes your data, go to [Privacy Policy](#) | [Active Lancashire](#)

Closing date

Midnight 23rd January

First stage interviews

W/C 30th January

All successful candidates will have been contacted by 27th January. If you have not heard from us by this date, please assume your application has been unsuccessful.

We are an equal opportunities employer, and we welcome applications from all suitably qualified persons regardless of their sex; religious or similar philosophical belief; political opinion; race; age; sexual orientation; whether they are married or are in a civil partnership; whether they are disabled; whether they have undergone, are undergoing or intend to undergo gender reassignment. We strive to ensure that our staff represent people from all backgrounds; this is not only the right thing to do but will ensure that we can achieve the best results for the communities that our organisation serves.

