

## Marketing Officer

### About the Role

The Marketing Officer is responsible for research, preparing, updating and organising a variety of marketing content. As part of the Marketing Team, your role will be to increase the visibility of Kings Active Foundation as a not-for-profit organisation. You'll use your experience in digital marketing to inspire our members, motivate people to work for us (we recruit over 700 people every year) and attract like-minded organisations to partner with us.

### Key Responsibilities

The role may include, but is not limited to the following activities:

1. Updating and reviewing ads and listings across the Google Display Network
2. Social Media Management - content upload, online groups and engagement
3. Research and data gathering e.g. for advertising opportunities, competitor activities, recruitment opportunities and university courses.
4. Monitor the online activity of our communities, responding where appropriate and gathering stories and comments for further sharing Local online networking – venues, social media groups, universities and schools

### Conditions of Work

- Based at Sheffield Head Office
- Salary up to £27,000 depending on experience
- Hybrid working at our Sheffield Head Office, home-working
- Office hours: 37.5 hours Mon-Fri within 8am-6pm.
- 20+ days annual holiday (increasing up to 25 days during length of service) plus statutory and additional discretionary holidays
- Subsidised school holiday childcare provision (for 5-15 years)
- Secure, free onsite parking at Sheffield Office

### Ideal Personal Specification

- 1-2 years' experience in a marketing role or educated to degree level
- Familiarity with online tools including SEO, social media and forums
- Ability to work independently on allocated tasks
- Good level of verbal and written communication with attention to detail
- Good computer skills
- Motivated by, and supportive of, the mission and values of the Kings Foundation

## About Us

Established in 1991, Kings Active Foundation is a UK registered charity with a vision of a world where children love being active, and a mission to get children active, having fun and learning together.

We're experts in using active games, sport and fun to connect with children via our activity programmes and we equip, enable and inspire others to deliver activity programmes.

We are a small team doing big things. We have a passion for our work and a desire to get more children active and improving their physical and mental wellbeing.

## Our Safeguarding Promise

We're committed to safeguarding and promoting the welfare of children and young people. Safer recruitment is central to the way we work and all staff and volunteers are expected to share our commitment to safeguarding, always creating an environment where young people feel safe and can thrive.