

JOB SPECIFICATION

Marketing Events Coordinator

Department: Marketing

Reports to: Head of Marketing & Membership

Location: Sheffield, home, UK travel

About the Role

The Marketing Events Coordinator is responsible for working alongside our Marketing Team to directly promote Kings Camps to parents, children and young people. This person will be required to work with selected Primary and Secondary schools, events or organisations across the UK to promote our programmes.

The role is for an initial 6-month term but may be extended for a further 6-months dependant on organisational need.

Key Responsibilities

1. Ensure a continual pipeline of promotions opportunities to promote our programmes
2. Develop new and existing relationships with selected Primary and Secondary schools, events and organisations
3. Recruit, train and co-ordinate our Promotions Team (a UK-wide group of staff who deliver promotional activities)
4. Manage the Promotions budget
5. Manage our Promotions schedule
6. Liaise with the Operations Team to arrange equipment, resources and training for the Promotions Team
7. Work collaboratively with our Marketing Team
8. Work to agreed schedules, targets and results
9. Travel across the UK to support the Promotions Team and ensure our programmes are delivered to the required standard
10. Report to the Head of Marketing & Membership

Ideal Personal Specification

- Experience in sales or marketing would be highly advantageous
- Experience working with young people, within sport, childcare or education
- Experience of relationship building, engagement or networking
- Personable and confident phone and video manner
- High level of verbal and written communication skills
- Possess a strong closing technique with a motivating and engaging approach
- Organised and self-motivated
- Ready for a challenge, driven to achieve agreed outcomes and targets
- Able to work flexibly to maximise engagement with key demographic
- Possess a good level of IT skills
- Must be eligible to work in the UK
- Full, driving licence

Rewards and Benefits

- Flexible hours to optimise maximum engagement but generally within Monday to Friday
- Hybrid working at our Sheffield Head Office, home-working and some travel across the UK
- Salary £21,000- £24,000 per annum DOE
- Auto-enrolment company pension with employer contributions
- 20+ days annual holiday (increasing up to 25 days during length of service) plus statutory and additional discretionary holidays
- Monthly 1:1 with Head of Partner Relations
- Bespoke onboarding plan
- Weekly whole team meetings, connecting to our mission
- Free enhanced disclosure certificate
- Subsidised school holiday childcare provision (for 5-15 years)
- Secure, free onsite parking at Sheffield Office

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.