

# Marketing Campaigns Officer

## About the role

The Marketing Campaigns Officer is responsible for assisting the Marketing Manager with the delivery of the Kings Active Foundation Marketing strategy and its functions, primarily via digital delivery. This strategy will help us to speak to thousands of new and existing parents, carers, Kings Camps staff (we call them our Red Tops) and organisations who choose to partner with us.

You will assist the Marketing Manager to ensure that our Marketing is industry-leading and effective across numerous channels, helping to maintain and protect our brand. You will also help to maximise Kings Camps child numbers, revenues and Red Top applications.

We're a UK charity with a vision of a world where children love being active, having fun and learning together. We deliver 90% of our work through our industry leading, UK-wide sports and activity camps which help us to be present within UK communities, allowing us to deliver our vision and mission.

We're looking for someone who can skilfully express the fun, excitement and value that attending, working for or with Kings Camps and the wider Kings Active Foundation can offer to children, parents, Red Top's and our partner organisations.

## Your key responsibilities

- Work with the Marketing Manager to deliver the marketing Strategy
- Create paid and organic Digital Marketing campaigns which align to our brand
  - This will include Google & Meta Ads, SEO, social media content (including video)
- Create paid and organic Digital Marketing campaigns which align to the Kings Camps Jobs brand
  - This will include Google & Meta Ads, SEO, social media content (including video)
- Assist in the design and creation of engaging print campaigns which align to the Kings Camps brand and Kings Camps jobs

Kings Active Foundation is a UK registered charity  
(1105460 / SCO43119)

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## Your key responsibilities continued...

- Assist in growing our brand and reputation by communicating our values and personality in all member interactions
- Monitor the performance of current Marketing Activities, developing new initiatives to improve customer experience, membership sales, new Red Top applications or partner enquiries
- Assist with effective internal communications that ensure individuals and teams are well-informed about all marketing activity, changes and results

## About you

- The candidate will be a qualified Marketer with previous marketing experience with 1 - 2-years' experience in a previous marketing role
- Able to demonstrate previous examples of Digital Marketing campaigns
- Personable and confident in face-to face-conversations and group presentations
- High level of verbal and written communication skills
- Organised and self-motivated
- Ready for a challenge, driven to achieve agreed outcomes and targets
- Full driving license would be advantageous
- Able to work flexibly to meet deadlines
- Possess a good level of IT skills
- Must be eligible to work in the UK
- Fully supportive of our mission and value

## Our Culture & Benefits

**Our People:** Work in our like-minded, dedicated and passionate team that aligns with our mission and shared purpose - to get children active, having fun and learning together.

**Salary:** From £26,000 per annum, DOE

**Pension:** We offer more than the norm, with an enhanced pension and employer contributions (5%), and we also offer a Group Life Assurance Scheme.

**Holiday:** In addition to statutory holidays, we offer a generous starting holiday allowance of 25 days per annum with additional holidays being added after 2 years' service up to a maximum of 30 days per annum after 5 years' service.

**Work Patterns:** This is a full time role, typically 37.5 hours per week, within 8am-6pm Mon to Fri but, in the modern working world, flexibility is key and embracing peak demand at popular times of the year is required from our team.

**Our Meetings:** We start every week with a Monday Morning Meeting (MMM) for the whole team to connect and we're also deliberate about meeting formally every 3-4 months with a Quarterly Brief - each of these help with comms and provide every member of our team with development opportunities.

**How we celebrate:** We all gather at a monthly social with our monthly Friday Quiz and we also offer nominations and awards for those who exhibit our values each quarter.

**Our Offices:** We consider ourselves lucky to be in beautiful offices in a leafy suburb of Sheffield. We have free on-site parking, bike store and good public transport links. We're out of the hustle and bustle of the city centre, but there's plenty of local shops & cafes close by.

**Discounts:** We offer free places on our holiday programmes for your children (5 to 17 year olds), a cycle scheme, travel and social opportunities and a range of discounts and rewards, including charity worker benefits!

**Training:** As well as a bespoke onboarding plan linked to your new role at Kings, you'll receive market-leading Safeguarding training and a free disclosure check as part of our safer recruitment commitments.

## 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.

## Safeguarding Commitment

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.