



Marketing Assistant

Shepway Sports Trust

Recruitment pack



Registered Charity No. 1155522

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Introduction

Thank you for taking an interest in the **Marketing Assistant** role at **Shepway Sports Trust**. This is a newly-created position that we are looking to recruit as soon as possible.

Shepway Sports Trust is seeking a Marketing Assistant who will work with the wider marketing team to deliver marketing campaigns across a wide variety of platforms which support the charity's overall mission of making sport possible for people of all ages and abilities and inspiring people to lead active lives.

With guidance from senior staff, you will lead on the charity's external communications (via social media, email, press, radio etc.) with the aim of generating income, increasing sporting participation and raising the profile of the charity in the community.

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
Laurence Hickmott,
Chief Executive Officer





About Shepway Sports Trust

Shepway 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, Shepway 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 Shepway Sports Trust team work with teachers and staff to embed physical activity within the culture of every school, whilst also upskilling teachers to feel more confident in coaching sport & physical education.

In sports clubs, Shepway 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, Shepway Sports Trust aims to break down barriers to participation, especially for under-represented groups: 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.

Shepway Sports Trust is proud to now be in the position to operate three impressive and inspirational sporting facilities: Folkestone 51, Three Hills Sports Park and Folkestone Sea Sports. The facilities will operate with the same ethos and culture which has been instilled into the charity since its inception.

With the immense growth that Shepway Sports Trust has seen over the past seven years, and with exciting plans to progress and develop in the future, we are currently undergoing a rebranding process to create an overarching brand which is more reflective of the diverse work we are doing to make a positive impact on the physical, mental and social wellbeing of our local community. As we are in a transitional phase of our existence, we hope you will be able to contribute to the rejuvenated vision and mission of the charity.

Job description

JOB TITLE: Marketing Assistant

REPORT TO: Head of Marketing & Communications

CONTRACT TYPE: Full time, permanent

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

SALARY: £17,500 - £20,000

LOCATION: Folkestone 51, Tontine Street, Folkestone, Kent, CT20 1SD

MAIN OBJECTIVE:

To work with the Head of Marketing and wider marketing team to deliver marketing campaigns across a wide variety of platforms which support the charity's overall mission of making sport possible for people of all ages and abilities and inspiring people to lead active lives. With guidance from senior staff, you will lead on the charity's external communications (via social media, email, press, direct mail, radio etc.) with the aim of generating income, increasing participation at sessions/events and raising the profile of the charity in the community.

MAIN DUTIES:

1. Work alongside the marketing team and internal staff to create and deliver marketing campaigns in line with the wider communications strategy
2. Create a variety of on-brand content (digital and print) which is helpful, engaging and inspirational for our audiences.
3. Write copy where required for a range of platforms, audiences and stakeholders
4. Keep image and video libraries up to date, ensuring all photo permissions have been obtained
5. Update the website with relevant and timely content, ensuring all products, memberships and sessions are set up correctly, troubleshooting any problems where necessary
6. Keep our members, service users and partners updated with monthly and quarterly newsletters via MailChimp
7. Lead on the development and implementation of a social media plan which increases our digital presence and encourages meaningful interactions with our online communities
8. Be a brand guardian for the charity's brand, ensuring all content and communications follow brand guidelines
9. Carry out market research to better understand our audiences, working alongside the wider team to listen to feedback and better improve our services.
10. Support the wider team to promote their projects, sessions, events and opportunities
11. Assist the wider team with large events, such as the Shepway Sports Trust Awards and the Big Sports Open Day.
12. Track, monitor and analyse relevant marketing data and report monthly.
13. 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, in a personal or professional capacity	x	
Previous experience in a marketing role		x
Experience of using 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	
Proficient in MS Office including Excel, Word, Outlook and PowerPoint	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		
GCSE English 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: j.mann@shepwaysportstrust.org.

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

- your CV
- a supporting statement that sets out why you think this role is the right move for you and how you meet the person specification (no more than two sides of A4)

This advert will remain open until a suitable candidate is found.

