

## Marketing and Insight Lead

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| <b>Role</b>            | <b>Marketing and Insight Lead</b>   |
| <b>Hours of work</b>   | Full time (37 hours per week)<br>Job share could be considered  |
| <b>Salary</b>          | £28,850   |
| <b>Contract type</b>   | Permanent   |
| <b>Location</b>        | APT offices currently in Nottingham and Derby city centres.<br>Possible relocation from Derby to Chesterfield early 2025. |
| <b>Closing date</b>    | 17 November 2024 (23:55)  |
| <b>Interview dates</b> | Stage 1 on-line interviews: 25 November or 26 November<br>Stage 2 in person interviews: 05 December                       |

### The Marketing and Insight Lead will have a positive impact by:

- Working with your colleagues in the small Marketing and Insight team to share key messages from our 10 year plan, Making our Move, with key partners and stakeholders in the most effective, persuasive and thought provoking way, in line with our values and behaviours and tone of voice.
- Working with our place team to share insight, lived experience and learning through compelling story telling.
- Working with our central team to share our work more widely with our B2B audiences.

### Key tasks

Collate insight and the lived experiences of the communities we work with to share with partners and potential partners through events, videos and other mediums.

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## Marketing and Insight Lead

Collate data around behaviour and attitudes to physical activity and translate this into an easy to understand and accessible format for sharing with partners.

Build relationships with communications leads and other colleagues from a range of organisations to work together on local and national campaigns.

Use your creative skills to:

- Develop engaging ways of telling stories and our key messages to share with different target audiences.
- Create content for communication channels and platforms, keeping this up to date. Platforms and channels include:
  - Website
  - Social media channels including paid advertising
  - Microsoft apps including Sway, Stream and Teams

Analyse communications channels to measure engagement and plan future activities based on this. Some of the tools we currently use include:

- Google Analytics
- Meta Business Suite
- YouTube analytics

Maintain our CRM (Customer Relationship Management) system and build up the organisations contacts database.

Manage internal communications including Sway internal newsletter and facilitating meetings and webinars via Teams.

Support the team develop their communication skills and provide technical and marketing support in wider team and partners' conversations.

Work with video production companies or capture and edit our own video/audio content.

Work with designers and other external suppliers to deliver high quality content and events.

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Work in collaboration with the team to host in person and online learning events.

Develop the team's knowledge of appropriate use of language and imagery, keeping up to date with the evolution of language.

Evaluate the most effective methods of communicating with target audiences by carrying out research and stakeholder feedback analysis-

Lead on our work in utilising AI, in line with our AI policy.

Support the team to attract resources and funding through storytelling and collating insight.

Provide vision, leadership and commitment in safeguarding, equity and diversity matters, with colleagues, community partners and stakeholders.

Be accountable for the achievement of your actions in the annual action plan, regularly capturing and reflecting on your work.

Your main place of work will be the closest APT office to your home, with some travel required across both counties to work with local partners, and with flexibility to work at home on occasion. APT's offices are currently in Nottingham and Derby city centres. Possible relocation from Derby to Chesterfield early 2025.

**We are looking for someone to join us who:**

### Essential

Please note that these are the skills we want you to tell us about in your application as we'll be assessing candidates against these.

- Is creative.
- Has copy writing skills - can pull out insight to create engaging content and stories.
- Is an excellent communicator - writing, speaking and presenting.
- Is motivated, can take the initiative, organise and prioritise own workload to meet conflicting deadlines.

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- Has the ability to use data analysis software and interpret meaningful data.
- Is an active listener, is curious and can professionally challenge views.
- Is able to travel to meetings in both counties.
- Believes in our work, values and behaviours.

### Desirable

- Believes in the value of physical activity.
- Is committed to reducing inequalities in physical activity and understands that some neighbourhoods and communities need more support.
- Understands the value of a learning environment.
- Understands the value of working collaboratively.
- Is self-reflective, self-aware and adapts own behaviour.
- Has knowledge and understanding of AI and its applications in marketing.

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