

<b>Role</b>	<b>Marketing and Insight Strategic Lead</b>
<b>Employer</b>	Active Partners Trust
<b>Location:</b>	APT office in Chesterfield or Nottingham
<b>Contract:</b>	Permanent
<b>Salary:</b>	c. £35,800
<b>Hours of work:</b>	37 per week with additional hours worked as necessary for the proper performance of duties.

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

- Supporting the Marketing and Operations Strategic Lead with the development of a new marketing strategy and leading on its delivery, 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, aligned to our 10 year plan, [Making our Move](#).
- Working with our central team to share our work more widely with our B2B audiences.

activepartnerstrust.org.uk



## What you will do

- Collate insight and the lived experiences of the communities we work with to share with partners and potential partners through events, videos and other communication tools.
- Collate data around behaviour and attitudes to physical activity and translate this into an easy to understand, 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 to share stories and our key messages 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
- Lead on the analysis of our 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
- Lead the work on our CRM (Customer Relationship Management) system and build up the organisations contacts database.
- Support with internal communications including Sway (internal newsletter), facilitate meetings and webinars via Teams where appropriate.
- 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.
- 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.
- Support the work in utilising Artificial Intelligence (AI), in line with our AI policy.
- As relevant, provide effective communications and reports to the Active Partners Trust Board and panels, reporting on progress, evaluating and planning for the future.

### **Values and behaviours**

- Provide vision, leadership and commitment in safeguarding, equity and diversity matters, with colleagues, community partners and stakeholders.
- Be accountable for the progress of your actions in the annual action plan, regularly capturing and reflecting on your work.

### **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.

- Has strong leadership skills, can flex their approach to get the best out of people.

- Can think strategically and considers how their work fits within a wider context.
- Is creative.
- Has copy writing skills - can pull out insight to create engaging content and stories.
- Is an excellent communicator - writing, speaking and presenting.
- Experience working with different types of people and developing great relationships.
- Organised, can prioritise and lead own workload to meet conflicting deadlines.
- 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.

If you're passionate about addressing inequalities and physical inactivity, we welcome your application. We encourage people to join our organisation with from all walks of life you don't need to have worked in the sport and physical activity sector to work for us. Disabled people and those from culturally diverse communities are underrepresented in our workforce and are particularly encouraged to apply.

Last updated: April 2025