



JOB DESCRIPTION

Job Title	Marketing and Communications Coordinator
Reporting To	Marketing and Communications Lead
Contract	Full-time, permanent (40 hours per week)
Salary	£28,000 per annum, plus essential car user allowance
Location	MyActive Leek (opening 2026) with travel required to other MyActive sites, community venues and some hybrid working
Car Driver	Yes
Essential User	Yes

PURPOSE OF ROLE

We're looking for a creative, organised, and community-minded communicator to join the MyActive team.

This new role will coordinate and deliver day to day marketing and communications for MyActive, bringing strategy to life, and helping to keep our voice visible, vibrant, and true to our mission of helping people to move more and live well across High Peak and Staffordshire Moorlands.

You'll help coordinate and create content across our channels, from social media and email newsletters to posters, flyers, and the website. You'll also play a key role in keeping our digital tools running smoothly, gathering local stories from across our sites, and supporting internal communications that bring our services and culture to life.

You will be an active member of our Marketing and Communications Leadership Group, building relationships with colleagues across MyActive to generate new approaches and

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Alliance
Leisure Ltd.
on behalf of High Peak Borough Council
& Staffordshire Moorlands District Council



help bring them to life. You will learn leadership skills, the art of collaboration, and be part of the hub for innovation.

KEY RESPONSIBILITIES

Functional

- Act as the first point of contact and primary administrator for all MyActive Marketing and Communications activity, ensuring smooth coordination and consistent delivery across all channels.
- Work collaboratively with colleagues across MyActive to enhance the implementation of MyActive Marketing and communications strategy/plans.
- Schedule and manage content across MyActive's social media platforms, ensuring tone, imagery, and messaging stay on-brand
- Support the planning and roll-out of seasonal campaigns
- Liaise with and support centre teams to gather member stories, photography, and updates to feature in newsletters and comms materials
- Create engaging content using Canva and Google Workspace, included, but not limited to posters, flyers, email newsletters, and intranet updates
- Assist with updates to the MyActive website, intranet and app, keeping content fresh, accessible, and campaign-aligned
- Manage app communications, including writing and scheduling push notifications to promote events, classes, and member updates
- Use the Atreemo CRM system to:
 - Create and send targeted customer emails (e.g. class updates, seasonal offers, community news)
 - Segment customer data to make communications relevant and well-timed
 - Monitor engagement to shape future content and campaigns
- Track and report on digital activity using tools like Meta Insights and Google Analytics
- Keep campaign planning, asset management, and budgets organised
- Support internal communications, including Active Insider, Learn About sessions, and staff engagement initiatives

External Focus

- To attend events or site visits when required to gather live content, creative ideas and community insight.

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CONTEXT

This post is responsible for developing, promoting, and marketing MyActive in order to lead to increased and sustained income generation and support MyActive's aim of increasing participation in sport, physical activity, and movement.

The post holder will be required to support the increase of member engagement and nurture effective partnerships that promote and market MyActive, as a brand of choice in order to promote and support the value of sport, physical activity and movement in contributing to the wider business plan and social outcomes.

The nature of the work undertaken by this post holder means that some out-of-office working is required on a regular basis.

ABOUT US

MyActive is a health and wellbeing company that manages local leisure facilities and services on behalf of Staffordshire Moorlands District Council and High Peak Borough Council.

Our centres, Biddulph, Buxton, Cheadle, Glossop, Glossop Swim, Leek, and New Mills come together under one brand to support our communities to move more, feel better, and live healthier lives. As part of Alliance Leisure Ltd, we're proud to play a vital role in transforming traditional leisure into an inclusive, community-focused health and wellbeing service

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