

Marketing and Insight Lead

Role	Marketing and Insight Lead
Hours of work	Full time (37 hours per week) Job share could be considered
Salary	Circa £30,000 dependent on experience
Contract type	Permanent (subject to funding)
Location	APT offices currently in Nottingham and Chesterfield
Closing date	Sunday 8 February 2026 (23:59)
Interview dates	Stage 1 online interviews: Monday 23 February over Microsoft Teams Stage 2 in person interviews: Tuesday 03 March in Chesterfield / Nottingham

Main areas of responsibility of Marketing and Insight Lead

- Work with colleagues to share key messages from [Making our Move](#) with partners and stakeholders, supporting the delivery of the marketing strategy in line with our [values and behaviours](#) and tone of voice.
- Work with colleagues internally and externally to share insight, lived experience and learning with our business to business audiences through compelling story telling.

Key tasks

- Share insight and the lived experiences of the communities we work with using a variety of mediums such as written reports/articles, film, infographics and events.
- 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 colleagues from a range of organisations to work together and link in with local and national campaigns where appropriate.

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Use your creative skills to:

- Develop engaging ways of telling stories and our key messages to share with different target audiences.
- Create content for a variety of communication channels and keep these up-to-date. This includes:
 - Websites
 - Social media including paid advertising
 - Microsoft apps including Sway, Stream and Teams
 - Newsletters
- 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
- Support with keeping our CRM (Customer Relationship Management) system up-to-date and building up the organisation's contacts database.
- Support the team to 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 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-

- Utilise Artificial Intelligence (AI), in line with our AI policy, to analyse, create or edit content as appropriate.
- 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

- Is creative.
- Has copy writing skills - can pull out insight to create engaging content and stories.
- Is an excellent communicator - writing, speaking and presenting.
- Has experience working with different types of people and developing great relationships.
- Is motivated, can take the initiative, organise and prioritise own workload to meet conflicting deadlines.
- Has the ability to use data analysis software to understand comms reach and engagement.
- Believes in the value of physical activity being safe and inclusive for everyone.
- Is committed to reducing inequalities in physical activity and understands that some neighbourhoods and communities need more support.
- 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

- 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.

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

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 Chesterfield.

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

Please note that we are unable to support employees with Visa costs. Proof of Right to Work in the UK is essential and will be requested during the application process.

If you want to find out more about the role to help you decide whether to apply please contact recruitment@activepartnerstrust.org.uk

How to Apply

- Complete the anonymised work-related questions by Sunday 8 February 2026, 11:59pm.
- Submit your CV whilst completing your application - please note your personal details will remain anonymous whilst shortlisting decisions are made.
- Stage 1 interviews (online): Monday 23 February (for 30 mins).
- Stage 2 interviews (in person): Tuesday 3 March in Chesterfield / Nottingham.

This post is funded by Sport England Lottery Fund.

January 2026