

**TOGETHER  
ACTIVE**

Staffordshire & Stoke-on-Trent

# MARKETING OFFICER

## RECRUITMENT PACK

December 2024



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**DECEMBER 2024**



**Dear Applicant**

Thank you for your interest in the position of Marketing Officer at Together Active, a leading charity in Staffordshire and Stoke-on-Trent focused on designing out inactivity in our region.

The Marketing Officer will be a key part of Together Active, helping to deliver effective marketing campaigns to raise awareness of Together Active's mission, increase engagement with key audiences, and support income generation.

This is an incredibly exciting time to join our organisation. We have been through a significant transformation and are reshaping how we work to ensure we are able to reach the people who would most benefit from our support. We've launched a new strategy and have a whole new team to help deliver our outcomes.

Our plans are challenging, exciting and ambitious because they have to be. If you believe we can help improve people's life outcomes by ensuring they are not left out of the systems and structures that should exist to support them, we want to hear from you.

Being accredited by the Race Code is one of the ways we demonstrate our commitment to becoming an anti-racist organisation but we still have a long way to go and much to do. Equality and diversity achieved through equity is important to us. We recognise our organisation is currently underrepresented by black and minoritised people, LGBTQIA+ people, and people with a disability. If you identify with any of these characteristics, your application is especially encouraged. We also are keen to encourage applications from people who may have faced social exclusion or are from a background where this has been the experience of your household.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "C. Jones".

**Carly Jones**  
Chief Executive



# Who we are

## Where we've come from

We were originally formed as a County Sports Partnership and operated under a local authority. After almost 20 years as Sport Across Staffordshire and Stoke-on-Trent, we were keenly aware that if we wanted to support the people who need us the most, we had to shift our focus. Our ambitions were not just about sport but in ensuring that everyone has the opportunity to be active in the way that works for them. And in doing so, we could create more opportunities for people to live happy, healthy lives. So, in 2020 we took the step to register as a charity, and became **Together Active**.

## Where we are today

Together Active is an Active Partnership, which means we benefit from being part of a network of 43 organisations whose purpose is to tackle inequality through the lens of physical activity. Today, we work to make sure that the right systems and services exist for people to be able to lead happy and healthy lives.

Our **aims** are to:



Work with partners to improve the prevention pathway for mental health



Test new ways of working with socially excluded groups to increase opportunities for them to be active



Prove that physical activity has a critical role to play in community development

Both our new strategy and our Theory of Change are clear that our focus of our work must be in Stoke-on-Trent for the foreseeable future, with further targeted work in areas of highest deprivation across wider Staffordshire. We know that if we achieve our aims, we can collectively reduce the strain on health and social care services and support an early intervention approach. This in turn will help to create meaningful improvements to the lives of the people in Staffordshire and Stoke-on-Trent.

Together Active does not directly deliver services and our role is in ensuring we create the conditions and space for existing organisations, brilliant at what they do, to keep doing it. We work in a systemic way to tackle the structural issues that prevent access to physical activity and connect strategic decision makers to the real life experiences of the people they work for.

# Our Vision

## Design out inactivity across Staffordshire and Stoke-on-Trent

Our new strategy covers the period 2024-2030. Our focus is on the people that are most likely to feel the impact of structural inequality preventing or limiting their ability to lead an active, healthy life. Our aim is to use physical activity as a vehicle to keep people included.

Our approach is based on universal proportionalism. That means we'll allocate our resource where it's needed the most. This is based on evidence, data and experience. In our region, poverty disproportionately impacts the residents of Stoke-on-Trent compared to the wider county of Staffordshire. That's why we will work more in Stoke-on-Trent than any other part of the region for the duration of this strategy.

We know how household income intersects with other inequalities people experience has a big impact on how active they can be. That's why we'll also be focusing on people who experience or are at risk of exclusion because of their:

- Gender
- Race and/or cultural heritage
- Physical Disability
- Lower Income
- Experiences of mental distress or a mental health condition

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**Our aim is to use physical activity as a vehicle to keep people included**

Carly Jones, CEO

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# How we value you

At Together Active we know that our people are our most valuable asset. We have recently launched our **People Plan** that sets out how we put the welfare and wellbeing of our staff at the heart of the organisation. In addition to fair salaries with clear opportunities for pay progression, we offer the following benefits:

- Generous annual leave allowance: **27.5 days** upon commencement of employment plus bank holidays. This rises by an additional **1 day of leave per year** after 2 years of continuous employment, up to an additional 5 days leave in total. (Pro rata for part time staff)
- Three concessionary days leave over Christmas and New Year (pro rata for part time staff)
- Death in service scheme up to the value of three times actual salary
- Volunteer day to spend either as a team or individual helping out with an organisation or cause you select
- Up to **8% employer** contribution to pension scheme
- Reimbursement of the cost of a standard eye test as a user of visual display equipment
- Access to **Cyclescheme**
- Annual CPD courses offered by Staffordshire University
- Online skills training platform - for employees to use to broaden their professional and personal development across a range of online courses.
- Access to counselling service.

We are committed to working flexibly and we mean it. Most people in our team are hybrid workers and we tend to congregate in the office approximately twice per week. We are focused on outcomes and the impact that we make, not counting the minutes you're sat at your desk.

Our office is based at Staffordshire University in Stoke-on-Trent which is a short walk from Stoke-on-Trent train station. There are electric charging points on campus for electric vehicles and parking permits can be purchased to minimise costs.

Each applicant will be individually assessed regardless of age, gender, ethnicity, sexual orientation, disability, religion or belief and we will use positive action on the basis of race and/or disability in the case of a tie break situation.



**We know  
our STAFF  
are our most  
valuable asset**

# The Role

**Role Profile:** Marketing Officer

**Reporting to:** Head of Development

**Salary:** £30,900

**Hours:** Full-time, 35 hours per week (Fixed Term Contract 2 Years)

**Location:** Hybrid (between our office, at home and across Staffordshire)

## Role Summary

The Marketing Officer will play a key role in developing and delivering effective marketing campaigns to raise awareness of Together Actives mission, increase engagement with key audiences, and support income generation. This position will focus on promoting Together Active, events, activities and campaigns while ensuring consistency across all communication channels.

## Role Outcomes

1. Increased awareness and engagement: Together Actives initiatives, events and work streams are effectively promoted, resulting in higher levels of engagement from target audiences and stakeholders.
2. Successful Campaign Delivery: Multi-channel marketing campaigns are planned, implemented, and evaluated on time and within budget, contributing to the charity's strategic objectives.
3. Enhanced Digital Presence: The charity's digital platforms, including social media, website, and email campaigns, show measurable growth in reach, engagement, and conversions.
4. Consistent Brand Representation: All content and communications adhere to Together Actives brand guidelines, maintaining a clear and professional tone across all channels.
5. Stakeholder Collaboration: Strong working relationships are developed with key internal and external stakeholders, ensuring that marketing efforts align with organisational needs.
6. Data-Driven Insights: Campaign analytics and performance reports are used to optimise future activities and demonstrate the impact of marketing efforts.
7. Creative Content Delivery: High-quality and audience-appropriate content is produced regularly, resonating with diverse audiences across both digital and print platforms.

## What does this mean day to day?

All of the duties you undertake will be directly linked to the outcomes above and you'll have autonomy over what these look like with support from your line manager  
You could expect your tasks to include:



- Plan, deliver, and evaluate multi-channel marketing campaigns that promote the charity's initiatives, events, and services, ensuring alignment with strategic objectives.
- Develop compelling content for online and offline platforms, including social media, email newsletters, and print materials, tailored to target audiences.
- Manage and grow the charity's digital presence, including website updates, social media channels, and email campaigns.
- Work collaboratively with the Fundraising and Communications Manager, colleagues and external partners to support marketing and communication needs.
- Use analytics tools to monitor and report on campaign performance, recommending improvements to boost engagement and reach.
- Ensure all content and campaigns are consistent with the charity's brand values and tone of voice.

## **Line Management Responsibilities**

This role does not currently have direct reporting lines but may be involved in support and supervision for of volunteers and the development of future roles.

## **Person Specification**

### **Essential**

1. Proven experience in marketing, communications, or a similar role
2. Strong written and verbal communication skills, with attention to detail.
3. Proficiency in digital marketing tools, including website CMS, social media platforms, and email marketing software.
4. Strong organisational skills, with the ability to manage multiple priorities and meet deadlines.
5. Experience of using design tools such as Canva or Adobe Creative Suite.
6. Competent level of computer literacy including a good working knowledge of Microsoft Office programmes
7. Good interpersonal skills, professional approach to all forms of communication and able to work with other professionals
8. Demonstrable understanding of safeguarding adults at risk and children.
9. Sense of humour and displays humility.
10. Understanding of outcomes-based approaches to working.

### **Desirable**

1. Experience in the charity sector or working with non-profit organisations.
2. Is committed to reducing inequalities in physical activity and understands that some neighbourhoods and communities need more support and resource
3. Lived experience of issues facing our communities.





# How to Apply

- ✔ Please download and complete the application form and equality monitoring form. We will not accept CVs or cover letters. Your completed application should be returned to [hr@togetheractive.org](mailto:hr@togetheractive.org)
- ✔ If you have accessibility requirements and need to submit your application in an alternative form, contact us by emailing [hello@togetheractive.org](mailto:hello@togetheractive.org)
- ✔ Your application will be assessed based on how well you meet each element of the person specification, so please use concrete examples to illustrate this

## Recruitment Timeline

**Date:** 18th December 24

**Applications open**

**Date:** 13th January 25

**Shortlisting**



**Date:** 10th January 25

**Applications Close**

**Date:** 21st January 25

**Recruitment Day**

If you'd like an informal chat about the role or have any questions, please contact us using the email address provided above.

We greatly appreciate the time and effort people take to apply for roles. However, due to the small size of our team, we unfortunately cannot provide feedback to candidates at shortlisting stage. If you have not heard from us within two weeks of the closing date, please assume you have been unsuccessful on this occasion.

Together Active are committed to Safeguarding and Promoting the Welfare of the communities we work with. We expect all staff and volunteers to share this commitment and to undergo appropriate checks, according to role which can include an enhanced DBS check.

# TOGETHER ACTIVE

Staffordshire & Stoke-on-Trent



## Contact Us :



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[www.togetheractive.org](http://www.togetheractive.org)

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