



# MARKETING AND COMMUNICATIONS OFFICER

JOB DESCRIPTION AND PERSON SPECIFICATION



# About this role

An exciting opportunity to apply your marketing skills to engage more people in physical activity, arts, and culture.

You will deliver impactful marketing and communications to help achieve the goals of Energise Me, the We Can Be Active strategy and Culture in Common.

The role will be part of Energise Me's marketing team. You will work closely with the Head of Communications and Business Development, and Marketing and Communications Officer, as well as the Culture in Common Programme Director.

## To apply

You will need to answer 5 questions that relate to the job description and person specification on our online recruitment platform **Applied**. These are designed to test your ability to do the job rather than your experience.

Your answers will be anonymously reviewed by three of our team to ensure fairness.

Deadline for applications: **12 noon, Monday 12 December 2022**

Interviews will take place in Winchester: **Monday 19 December 2022**

For an informal chat about the role, please contact Sara Lock at Energise Me:  
[sara.lock@energiseme.org](mailto:sara.lock@energiseme.org)

**If you require this job pack in an alternative format, please let us know.**

<b>Responsible to:</b>	Head of Communications and Business Development
<b>Location:</b>	Hybrid - Winchester/New Forest and remote working
<b>Salary:</b>	£23 - £26k per annum, depending on experience
<b>Contract:</b>	Permanent
<b>Notice period:</b>	4 weeks on either side following successful completion of six-month probation. 1 week during probation.
<b>Hours:</b>	35 hours per week, worked flexibly to fit in with the needs of the role.
<b>Holiday:</b>	25 days paid holiday per year plus bank and public holidays. After 1 full holiday year of service you will get 1 extra day of leave per year, up to a maximum of 3 extra days.
<b>Pension:</b>	Energise Me will pay 10% employer contribution.
<b>Life Assurance:</b>	3 x Salary Life cover from date of employment underwritten by AIG Life.
<b>Eligibility:</b>	Applicants must have the right to work in the UK.



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**ARTS COUNCIL ENGLAND**

# About Energise Me

We tackle the things that prevent active lifestyles, so everyone can improve their health and happiness by moving more.

Physical activity reduces our risk of depression and early death by up to 30%, and our risk of major illness by up to 50%.

We work hard to make it easier for everyone in Hampshire and the Isle of Wight to experience these benefits.

Energise Me is the only local physical activity charity that works across Hampshire and the Isle of Wight to tackle the things that prevent active lifestyles.

We receive core funding from Sport England, which enables us to support partners, encourage collaboration, and focus on engaging under-represented communities in physical activity and sport.

We recently worked with over 800 people to develop and launch the **We Can Be Active strategy** for our area.

Our work is not tied to specific sports or activities, which gives us freedom to re-imagine physical activity. It means we can be bold and experiment to help our sector learn and grow. Together with partners we inspire and support people to be active in ways that suit them.

We are passionate about working creatively with other sectors to improve the health and wellbeing of local communities. We have recently joined four New Forest organisations to develop an exciting programme called Culture in Common.

## About Culture in Common

**Culture in Common** (CiC) is one of 11 new projects funded in the latest round of Arts Council England's Creative People and Places programme. It's an arts and cultural programme created specifically for the people and environment of the New Forest. CiC gives residents the chance to enjoy, commission and create the arts and cultural opportunities they want close to home.

**Curious** about what stops people from being active or creative

**Open** to different ideas and perspectives

**Creative** in how we do things and who we work with

**Bold** in taking risks and speaking out about things that need to change.

# Our People



Our team is made up of seventeen people with the passion and skills to spark positive change.

Between us we have accountancy, arts, charity, events, health, and local authority, physical activity and sport expertise.

Exciting things happen when you bring people with different experiences and backgrounds together. It helps us to create exciting collaborations that enable positive change in our communities.

Our core team is supported by a board of trustees. Among our trustees are a GP and a Headteacher who support our work in health and education. Others strengthen our charity with business, research, and finance expertise.

We are passionate about making physical activity, arts and culture more welcoming and accessible to all.

Our recently published [action plan](#) sets out our commitment to improve diversity and inclusion within and beyond our organisation. We have taken action to remove any bias from our hiring process and we are working hard to ensure Energise Me is a safe, inclusive and supportive work environment for all.

We think our people are great but we would say that! Above is an illustration of what the people we work with say about us.

This role will also work with Culture in Common community and consortium partners including Folio, New Forest District Council, New Forest National Park Authority and The Handy Trust.

# Candidate



We are looking for a creative communicator who can craft content that moves people.

You will be social media savvy, with a passion for listening and connecting.

You will have an eye for great stories and the ability to tell them in a way that inspires action.

We are looking for someone organised, with excellent attention to detail.

You will know your way around content management systems, and navigate IT with ease.

You will have excellent people skills and work well on your own and as part of a team.

We will help our ideal candidate to learn and grow from day one with:

- An induction to help you get to know Energise Me, the We Can Be Active strategy, and Culture in Common
- A learning and development plan to help you deliver impact as a bold leader
- Access to webinars and training through the Active Partnerships Network and the Arts Marketing Association
- Opportunities to work across the team on a wide range of projects, spanning physical activity and arts and culture
- Two volunteering days to learn by doing, out in our communities

# Main duties and responsibilities

AREA	KEY TASKS	SUCCESS MEASURES
Marketing and Communications	<ul style="list-style-type: none"> <li>– Assist with the coordination of a range of online and offline activities and campaigns.</li> <li>– Work with colleagues and partners to implement Energise Me and Culture in Common Marketing and Audience Development plans.</li> <li>– Engage in social listening to gather information about local opinions/preferences in the New Forest to support the Culture in Common programme.</li> <li>– Write, celebrate and share stories to encourage engagement in physical activity, arts and culture.</li> <li>– Support the development of a website for Culture in Common.</li> <li>– Manage and update information on Energise Me and Culture in Common websites and other platforms and social media sites.</li> <li>– Send regular Culture in Common e-newsletters.</li> <li>– Write copy and source appropriate imagery for promotional material produced for Culture in Common.</li> <li>– Organise the design, print and distribution of promotional materials.</li> <li>– Research, write and distribute press releases to targeted media.</li> <li>– Collate and analyse media coverage.</li> </ul>	<ul style="list-style-type: none"> <li>– Increased profile and awareness of We Can Be Active and Culture in Common.</li> <li>– Positive engagement and leads generated through social media.</li> <li>– Understanding of local needs and interests.</li> <li>– Positive stories developed and shared through a wide range of channels.</li> <li>– More people reading and engaging with Energise Me, We Can Be Active, and Culture in Common content.</li> <li>– Media coverage secured for Culture in Common.</li> </ul>
Managing Relationships	<ul style="list-style-type: none"> <li>– Establish and nurture effective internal and external relationships.</li> <li>– Collaborate with partners to share learning and achieve We Can Be Active and Culture in Common goals.</li> <li>– Build connections and opportunities to support communities in the New Forest and other Energise Me priority areas.</li> <li>– Maintain regular contact (verbal and written) with a range of customers to gather and share information and insight.</li> </ul>	<ul style="list-style-type: none"> <li>– Positive feedback from partners and audiences and people are advocating for our work.</li> <li>– Positive case studies developed.</li> <li>– Positive impact on priority audience areas.</li> </ul>

## AREA

Managing data

## KEY TASKS

- Gather and use local, regional, and national insight to inform the work of Energise Me and Culture in Common.
- Support market research projects to help us understand our customers and their needs.
- Support the monitoring and evaluation of marketing and communications activity to track progress, assess impact and effectiveness and measure performance against targets.
- Maintain our Customer Relationships Management (CRM) system and Culture in Common mailing list to ensure that details held are current, accurate and relevant.

## SUCCESS MEASURES

- Campaigns and activity are carefully targeted.
- Understanding of customers and their needs and interests.
- Positive feedback, analytics and engagement rates.
- CRM is enabling effective communication.

Fundraising and Budgets

- Support budget monitoring and financial reporting.

- Working within required budgets set by the strategic lead.

Policies and Procedures / General role requirements

- Act within Energise Me's and Culture in Common's values and comply with our policies and procedures.
- Ensure that Safeguarding and Health and Safety (including Risk Assessment) policies are adhered to and raise concerns in accordance with these policies.
- Maintain a confidential, sensitive and discreet approach to personal and organisational information, ensuring compliance with data protection legislation.
- Contribute to a culture of equality and demonstrate a commitment to removing all forms of discrimination, as a colleague and service provider.
- Keep up to date with developments within the scope of all Energise Me's and Culture in Common's marketing interests.
- Be flexible in undertaking additional duties commensurate with the role and ad-hoc project support as required.

- Policies are supportive of the overall strategic plan and are legal compliant with regular and ongoing due diligence being undertaken by strategic leads and their teams.

# Person Specification

**EXPERIENCE** Previous experience in a marketing and communications role, specifically digital and social media.

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**KNOWLEDGE** Good understanding of social media and marketing.

Understanding of equality and diversity, and its practical application.

Understanding of the Health arena would be an advantage.

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**SKILLS** Excellent attention to detail.

Good analytical skills.

Creative and excellent interpersonal skills with confidence in presenting and chairing meetings.

Strong listening skills.

Strong organisational and time management skills.

Good IT skills with a sound working knowledge of MS Office.

Excellent writing skills to relate to different audiences e.g. through Blogs, press releases, and social media.

Graphic design or media skills would be an advantage.

**VALUES** Ability to demonstrate an understanding of and connection with our organisational values:

**Curious** about what stops people from being active

**Open** to different ideas and perspectives

**Creative** in how we do things and who we work with

**Bold** in taking risks and speaking out about things that need to change

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**OTHER** Able to fulfil the travel requirements of the role.



**APPLY NOW**



✕ ✕ ✕  
USING YOUR CAMERA  
FIND THE CORRECT  
VIEWPOINT  
TO SEE THE ILLUSION IN  
ITS TRUE FORM  
✕ ✕ ✕