

Sport 4 Life UK Job Description

Job Description	
Notes	1. This job description is non exhaustive 2. This job description excludes the 'Person Specification', which can be found in the relevant Job Pack (if required) 3. Job descriptions are 'living' documents
Job Title	Senior Marketing Coordinator
Job Summary	Responsible for coordinating and delivering Sport 4 Life UK's marketing activity across digital, print and communications, ensuring campaigns effectively recruit young people, strengthen the Sport 4 Life brand and support organisational income generation. The Senior Marketing Coordinator provides marketing expertise across the organisation and works collaboratively with colleagues to maximise the impact of campaigns and communications.
Accountability Areas	1. Marketing Campaigns & Communications 2. Digital Marketing & Content 3. Marketing Performance & Insight 4. Income Generation & Partnerships 5. Collaboration & Continuous Improvement
Duties & Responsibilities	1. Marketing Campaigns & Communications • Coordinate the planning, delivery and evaluation of integrated marketing campaigns. • Develop compelling marketing materials across digital and print channels. • Manage all email marketing activity and internal communications. • Ensure all communications reflect Sport 4 Life UK's brand, tone of voice and values. • Work collaboratively with colleagues to refine campaign briefs and identify opportunities to strengthen marketing activity • Maintain and coordinate Sport 4 Life UK's marketing and communications calendar, ensuring activity is effectively planned and coordinated across the organisation. • Coordinate marketing requests from across the organisation, managing competing priorities and deadlines to ensure activity is delivered effectively.
	2. Digital Marketing & Content • Lead the delivery of Sport 4 Life UK's social media strategy across all channels. • Create engaging digital content including photography, video, case studies and copy. • Coordinate the development of website content to ensure it remains current, engaging and effective. • Grow audience engagement and improve digital performance across all channels.

	• Lead relationships with external marketing agencies and suppliers, setting priorities, developing briefs, overseeing delivery and ensuring activity is aligned with Sport 4 Life UK's marketing objectives and provides value. • Ensure marketing content involving young people is managed appropriately, including photography, video and case study consent requirements.
	3. Marketing Performance & Insight
	• Monitor and evaluate campaign performance across all marketing activity. • Analyse marketing data and identify trends, opportunities and areas for improvement. • Produce regular reports and recommendations to inform future marketing activity. • Use insight to continually improve campaign effectiveness and return on investment. • Maintain awareness of sector trends and emerging marketing opportunities.
	4. Income Generation & Partnerships
	• Support fundraising, partnership and business development activity through effective marketing. • Develop and deliver marketing activity that supports fundraising, partnerships, recruitment and wider income generation objectives. • Work closely with Business Development colleagues to strengthen partnership proposals, fundraising campaigns and promotional activity. • Support the monitoring of marketing performance and contribution towards fundraising, recruitment and partnership objectives. • Identify opportunities where marketing can better support organisational growth.
	5. Collaboration & Continuous Improvement
	• Act as a trusted marketing adviser by providing recommendations, ideas and constructive challenge to colleagues when developing campaigns and communications. • Build positive relationships across the organisation to ensure marketing supports strategic priorities. • Identify opportunities to improve marketing processes and ways of working. • Support colleagues with marketing knowledge and best practice. • Contribute to wider organisational projects and initiatives as required.
General Duties	1. Uphold and reflect S4L's values 2. Analyse and reflect on personal performance 3. Work with, support and assist the wider leadership team with any other duties, as required 4. Follow and promote the health, safety and welfare of yourself and others at work in line with S4L 5. Promote equal opportunities at all times in line with S4L's Equal Opportunities and Equality and Diversity policies
Additional	1. When visiting front-line sessions, actively encourage beneficiaries to engage with, and post, content on S4L's digital social channels

Scope of Authority	1. Accountable to the Chief Operating Officer
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Person Specification

Essential

Desirable

Experience

Experience working in a broad marketing or communications role, with responsibility for planning and delivering campaigns across multiple channels.

Experience working within the charity, youth, employability or wider social impact sector.

Digital Marketing

Experience managing digital marketing activity, including social media, email marketing and website content.

Understanding of SEO, digital discoverability and emerging digital marketing trends.

Content & Communications

Strong written communication and copywriting skills, with experience creating engaging content for different audiences and channels.

Experience creating photography and/or video content.

<u>Campaigns & Insight</u>	<u>Ability to take ownership of marketing activity from planning through to delivery and evaluation, using data and insight to improve performance.</u>	<u>Experience using marketing activity to support lead generation, fundraising, partnerships or income generation.</u>
<u>Working with Others</u>	<u>Strong interpersonal skills, with the confidence to work collaboratively, provide marketing advice and constructively challenge ideas where appropriate.</u>	<u>Experience managing external agencies, freelancers or suppliers.</u>
<u>Approach</u>	<u>Proactive, organised and able to manage multiple priorities; comfortable combining creative thinking with hands-on delivery.</u>	=
<u>Values</u>	<u>Commitment to Sport 4 Life UK's values and to improving opportunities and outcomes for young people.</u>	=