



Head of Marketing & Communications

Candidate Information Pack

May 2024

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Welcome from our CEO

Thank you for your interest in this role and we hope given your initial interest you will read on and indeed apply.

Living Sport is at a pivotal point on its journey. In the past two years, Living Sport has taken momentous steps towards improving the health, happiness, and well-being of the people of Cambridgeshire and Peterborough. Our team have been fundamental in driving this and in planning future ambitions and growth.

Working for Living Sport isn't merely about having a job or a title; it's an opportunity to be at the forefront of making decisions that directly impact the lives of the communities across Cambridgeshire and Peterborough. We also aren't just about sport, we promote healthy and active lifestyles in a way that supports the lives of people and the circumstances in which they face.

We as a team all play an essential role in guiding strategic direction, ensuring financial sustainability, and upholding the principles that have made Living Sport one of the leading Active Partnerships in England. We are funded by Sport England and as their community delivery partner are aligned to their groundbreaking Uniting the Movement strategy.

Our team are one of our most significant priorities. We are driven by ensuring our team's well-being and professional development is at the front and centre of all that we do. Our hybrid working arrangements, health plans, and working-from-home arrangements are intended to allow our team to be the best they possibly can be.

We need a new and innovative member of our team to join us on our continued journey. The Head of Marketing and Communication role is a vital business area both internally and externally. We want a forward-thinking, dynamic, yet strategic thinker and doer. We are a small organisation with bold ambitions where none of us are adverse to rolling up our sleeves when needed to support achieving excellent results. We want a special someone who can bring a diverse range of experiences, perspectives and skills and wants to support colleagues and drive us to be the very best we can be.

Thank you for your consideration and we hope to hear from you.



Samantha Hyde, CEO

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About Living Sport

Living Sport is an independent charity focused on improving the health, happiness, and wellbeing of the people of Cambridgeshire and Peterborough. We work collaboratively with partners and communities to support more people to be active in a way that works for them.

“Our vision is of lives and communities improved by people being more active.”

As 1 of 43 Active Partnerships in England, we are part of a unique network of organisations supported by Sport England. It allows us to be the local delivery partner for their national strategy, “Uniting the Movement”, connecting us to wider conversations and bringing a wealth of knowledge from across England.

Our three strategic priorities are driven by local insight and data.

Communities

Supporting the wellbeing of communities to thrive by becoming more resilient, inclusive and connected.

Children & Young People

Supporting positive physical activity experiences for children and young people.

Health

Embedding physical activity in prevention and management of physical and mental health conditions.

We focus our work on championing inclusivity, addressing inequalities, and removing barriers, to support communities in the geography we work in.

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Our Values

Our values are what make us Living Sport.

They underpin the way we work to achieve our vision and deliver our strategic priorities. Alongside each of our values are associated behaviours that define how we will work and the way Living Sport staff behave.

The framework is integral to the way Living Sport operates and is part of individual job descriptions, our staff handbook, the recruitment process and staff appraisals.



Our Strategic Focus

Our purpose is to connect, deliver with impact, and influence, to be an enabler for the geography of Cambridgeshire and Peterborough.



About The Role



- Title:** Head of Marketing & Communications
- Location:** Covering Cambridgeshire & Peterborough - Hybrid/minimum of 2 days in the office
- Salary & Terms:** Up to £40,000 - 37.5 hours/week - permanent
- Responsible for:** Digital Marketing Assistant, Events Officer

The Head of Marketing & Communications is a pivotal role for Living Sport. Reporting to the Chief Executive Officer, this broad-ranging position offers the opportunity to make a difference to young people's lives by increasing the reach and impact of Living Sport's profile and visibility through the delivery of high-quality and influential marketing and communications, contributing to the development of new projects, partnerships, and funding opportunities alongside the programmes team to ensure maximum impact. For further information about job purpose and role responsibilities see the full job description.

Who We Are Looking For

The ideal candidate will be highly skilled in building and maintaining strong partnerships, advocating for our cause, and proficient in influencing others. They should possess excellent leadership qualities and be able to lead and develop a team collaboratively.

In addition to exceptional interpersonal skills, the successful candidate will have a proven track record of raising an organisation's profile, preferably within the sports or charity sector. They should have experience designing and delivering social purpose initiatives and be proficient in planning, implementing, and evaluating events and campaigns.

The ability to handle a large amount of information, analyse it effectively, and use it to support organisational objectives is essential. The candidate should be experienced in market research, measurement, monitoring, and evaluation and should be comfortable taking calculated risks and learning from them.

Proficiency in managing multiple projects simultaneously, along with excellent knowledge of digital marketing tools and strategies, is required. Experience with Google Analytics, CRM software, SEO, SEMrush, Google Adwords, and email marketing software is essential. Knowledge of compliance and GDPR in direct marketing is also necessary.

Education, qualifications, and training:

- Degree in a relevant subject area
- Chartered Institute of Marketing or Chartered Institute of Public Relations Level 7 Professional Qualification
- Google Fundamentals of Digital Marketing Qualification

If you are a proactive, creative individual with a passion for making a difference, we want to hear from you.

How To Apply

For further information about the role, or to arrange a confidential discussion, please get in touch with our recruitment partners:

Annie Regan-Tighe, Charity Recruitment Lead for Adecco Public Sector:

Phone: [07731 983730](tel:07731983730)

Email: annie.regan-tighe@adecco.co.uk

Lucy Parker, Senior Delivery Consultant for Adecco Public Sector:

Phone: [07874 616943](tel:07874616943)

Email: lucy.parker@adecco.co.uk

To apply for this position please send the following:

- A 1 page maximum supporting statement
- Your most up to date CV highlighting your relevant experience

The closing date for applications is Friday 17th May at midnight

Interviews will be held week commencing Monday 20th May

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