

Job Description & Person Specification

Post Title: **Marketing and Administration Officer**
 Salary: **£23,414 - £25,553 per annum**
 Hours: **Full time (37 hours per week)**
 Responsible to: **Core Business Manager**
 Responsible for: **No line management responsibilities**

Organisational Context

The West of England Sport Trust (Wesport) is the Active Partnership for the West of England area (Bath & North-East Somerset, Bristol, North Somerset, and South Gloucestershire). We are a registered charity and aim to build additional local, regional and national collaborations that will enable more (and better) sport and physical activity opportunities.

We deliver national programmes as part of the Active Partnership network alongside local initiatives.

Our mission is:

Establishing the conditions for long-term change, enabling more people to be physically active, inclusive for all.

Wesport has adopted values that are used to guide our work and our decisions:

- *We are a team of people with a passion for sport and physical activity, which is at the heart of all we do.*
- *Collaboration is key; we know when to take the lead and understand when someone else is better placed to do so.*
- *We are proud to work for Wesport and we place value in the work we do. We are always seeking new ways to make a difference.*
- *Teamwork is vitally important – we support one another to get the job done, with honesty and commitment.*
- *We are people-centred; aiming to improve local communities by working with them.*

Wesport embraces & champions equalities, diversity, equity, and inclusion. We are committed to building a team that represents a variety of backgrounds, perspectives and skills to help keep us relevant to the communities that we work within.

General Function and Scope

The Marketing and Administration Officer (MAO) will be a key focal point within the Wesport office, with a range of responsibilities to support the ongoing development of the organisation and achievement of its strategic aims. The MAO will ensure Wesport's website, social media and marketing channels continue to develop and are kept up to date, promoting the activities and highlighting impact.

This will include the effective use of a wide range of communication mechanisms, being the focal point for Wesport's Marketing.

This role also provides general office management support & other administrative tasks to the Wesport team, including for the CEO.

Key Responsibilities

Marketing and Communication

- Supporting the CEO and Wesport team in developing and implementing the Marketing and Communications elements of the Wesport strategy and operational plan
- Contributing to Wesport's annual planning, review and implementation processes
- Coordination of all Social Media accounts including but not limited to X (formerly known as Twitter), LinkedIn, Facebook.
- Production and distribution of Wesport bulletins / e-newsletters
- Develop links with local and in some cases national media where appropriate.
- Creation of case studies to highlight the work & impact of Wesport's projects
- Contribute to data, insight and analysis, including overseeing the logistics and reporting of surveys for customers, partners and staff
- Project-specific Marketing and Communication in agreement with the project leads.
- Video filming, creation, and editing for various projects across the team
- Design work using a variety of design platforms (including InDesign and Canva)
- Content creation for print (e.g. flyers / booklets) and online advertising
- Running paid advertisements through social media platforms (e.g. Facebook Ads)
- Managing & updating the Wesport website which uses Wordpress
- Tracking website & social media performance through Google Analytics
- Blog and news article creation for the Wesport website

Other Administrative Responsibilities

- Support the Wesport team with administrative tasks
- Assisting with IT support and keeping internal IT systems, including SharePoint (intranet system) and bespoke systems up to date.
- Provide Office Management Support
- Other delegated responsibilities from the Senior Management Team
- Commitment to promoting the organisational values of Wesport, including those relating to equality, diversity, equity, and inclusion

Person Specification Requirements

Knowledge/qualifications:

- A degree or relevant marketing / communications or related qualifications
- Experience of working with and developing the potential of websites and social media in order to communicate and market effectively
- Ability to research and analyse information
- Experience with the design of professional communications literature.
- Proficiency in Microsoft Office products (Word, Excel, Powerpoint, Outlook) and design software, in particular Adobe InDesign, Premier Pro, and Canva.
- Experience of using a range of IT systems to aid marketing / communications.
- Awareness of current issues and legislation regarding to equalities, diversity, equity, and inclusion (EDEI)

Communication:

- Excellent communication skills via a range of methods
- Ability to use a range of different tools in order to communicate information, key messages and organisational achievements including social media channels.
- Clear, conscious, accurate & appropriate written & oral communication

- Proven ability to communicate effectively with people on all levels and from a variety of organisations

Self motivation:

- Proven ability to meet objectives on own initiative
- Committed to continuous self-development
- A willingness to work long and unsociable hours when required

Teamwork:

- Ability to work as part of a team and a willingness to make an effective contribution to the work of the team
- The ability to support specific areas of teamwork and willingness to be held accountable for that work.

Organisation:

- Excellent personal organisation skills
- Able to prioritise / meet deadlines
- Able to cope with unexpected situations
- An ability to support the organisation of meetings, seminars, conferences and other related activities.

Response to change:

- Contribute positively to the introduction of change
- Flexible attitude to work, including being able to prioritise & multi-task
- Able to support the implementation of change in relation to role responsibilities in line with Wesport's strategy, vision and mission and a constantly changing national / local landscape.
- A willingness to work across a wide range of project areas and deal with unexpected opportunities and challenges

Physical:

- Able to undertake all the physical requirements of the job, such as travel to a variety of external locations
- Able to work occasional evenings and weekends as required

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.