

Job Description and Person Specification

Key Responsibilities

- Plan and deliver marketing campaigns, working closely with the OneLife team and external parties
- Engage with stakeholders such as councillors, GPs, leisure providers, the general public etc.
- Organise and manage stakeholder events across Suffolk and Essex
- Coordinate the creation, printing and supply of promotional material
- Write press releases and develop relationships with journalists, media experts and key stakeholders
- Lead campaign meetings, devise plans for campaigns and report on effectiveness
- Manage social media accounts, finding, developing and analysing social content
- Maintain the company website(s)
- Writing content for blogs, leaflets, etc.
- Develop and managed all internal marketing and communications for OneLife Suffolk
- Monitor marketing efforts with regular reporting and analysis and provide recommendations
- Provide support to other members of the of teams in Suffolk, Essex and Leeds when required

Essential Knowledge and Skills

- Relevant degree (or equivalent) AND 1-2 years of marketing experience in a B2C role
- Good knowledge of e-marketing and social media
- Excellent IT skills including the Microsoft Office suite
- Excellent standard of literacy and numeracy
- Strong written and verbal communication skills
- Confident in own ability and able to use initiative to lead on projects and tasks with minimal direction
- Passionate with a can-do attitude
- Flexible and able to work under pressure and to tight deadlines
- Basic InDesign, Photoshop and Illustrator skills
- Passion for leading and helping others lead a healthy lifestyle

Desirable Knowledge and Skills

- Knowledge of healthy lifestyle services
- Experience with MailChimp, Hootsuite and Survey Monkey
- Basic HTML and Wordpress skills
- Experience of Google Analytics
- Good photography skills for recording events
- Own transport and clean driving licence