



Digital Marketing Officer

We're looking for an experienced Marketing professional to join our team in Sheffield, where your creative campaign planning and execution will inspire parents, staff and partner organisations to engage in our mission to get children active, have fun and learn together.

To work with us you'll need to:

1. Share our passion for getting children active, having fun and learning together
2. Have strong online marketing background with examples of successful projects
3. Have strategy planning experience, particularly for digital campaigns
4. Have a creative and imaginative approach – ideas of your own and a capacity to draw creative solutions from others
5. Have the ability to manage a diverse range of concurrent projects

In return, you'll get to work with an energetic team at dedicated offices in a beautiful part of Sheffield. You'll also get to impact the lives of children in the UK and further afield as you direct our outreach to thousands of individuals, families and organisations.

You'll use your experience in digital marketing to inspire our members (we're a not for profit!), motivate people to work for us (we have to recruit 1,000 programme staff every year) and attract like-minded organisations to partner with us.

Our work is seasonal, so you'll be responsible for planning compelling campaigns and applying these through our websites, PPC ads, email and paid social channels. Since both our staff and members communicate with us online, SEO for all our websites will play a large part of your role and monitoring the traffic from various platforms will be key for reaching KPI's within the organisation.

100,000+ children experience our programmes, whether in the UK, on European resorts, on cruise ships or through our international development work. Join us as we impact the lives of these children, provide amazing job opportunities and lead the UK activity sector.

Key Details

- Annual salary from £25,000-£30,000, depending on experience
- Based at Sheffield Head Office (with occasional travel in the UK)
- Typical working pattern 37.5 hours Mon-Fri, flexible between 8am-6pm around the demands of the role
- Report directly to Head of Design & Development with monthly 1:1 meetings

Please email your CV and summary of why you would be great for this role to:

Maddy Swift careers@kingsfoundation.org