

# Marketing and Communications Co-Ordinator Job Pack



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Registered charity England 1163942

Hello, and thank you for your interest in joining the team at Active8.

For more than 35 years, we have supported young people with physical disabilities across Cornwall. As a charity, we are proud of the positive impact we make and remain committed to creating a more inclusive world where people with disabilities can thrive. The value and importance of this work cannot be overstated.

This is an exciting time for our organisation. As we continue to strengthen our dedicated and talented team, we are expanding the ways in which we support our members. There has never been a more important time for youth work and advocacy, and we are looking for a motivated and passionate team player who shares our values and wants to make a meaningful difference.

We hope this job information pack provides you with everything you need to know about the role and the work we do. However, if you have any further questions, please don't hesitate to get in touch – we would be delighted to hear from you.

Regards,

John Sweeting

Active8 CEO

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# A bit about Active8

Active8 was founded in 1990 at the request of a young man with a physical disability. He asked his social worker to help him connect with other like-minded young people facing similar challenges – a simple request that became the foundation of our charity.

In response, a residential programme was created, offering young people the opportunity to meet, build friendships and take part in exciting activities such as surfing, sailing, abseiling, disability sports, arts and music.

Through these experiences, young people gain confidence, resilience and greater independence – often achieving far more than they thought possible.

Over time, it became clear that support was still needed beyond the residential programme, particularly in areas such as employment, independent living, transport, friendships and accessing new opportunities. In response, Active8 expanded its work to include trips, skills-based activities and advocacy. Members have taken part in events such as Para Athletics in London, cookery workshops, theatre visits, ComicCons, weekend breaks and fundraising initiatives. The group also champions accessibility and raises disability awareness through workshops, conferences and community engagement.

**With your help we can ensure that as many young people as possible get the help they need.**



**Ben attended the Paralympics in London in 2012 with Active8. He returned determined to be an athlete. He swapped courses from IT to Sport and despite having no racing chairs, facilities or coaches in Cornwall at the time, he decided to take up wheelchair racing. He became the 800m and 1500m European champion in his category of wheelchair racing, has now completed a degree in Disability Sport and has moved to Japan where he now lives with his wife.**

# What it is like working for Active8



At Active8, we support the wellbeing and aspirations of young people – and we place equal importance on the wellbeing of our staff. We promote flexible working and trust our team to manage their time responsibly and effectively.

Whatever your role, we encourage all staff to engage with our youth work and take part in activities, gaining first-hand insight into the impact of their work behind the scenes.

Full-time employees receive 28 days' annual leave, along with time off in lieu (TOIL) for additional hours worked. We also cover travel expenses and offer a contributory pension scheme.

# The role

## Location:

The role will be based out of our Victoria office for at least one day a fortnight with the option of home working when not out on activities

## Reports to:

The CEO of Active8

## Salary:

£24-28k pro rata

## Hours:

21 hours a week

## Location:

Hybrid / Based in our Victoria office

## Deadline for applications:

1st May 2026

## Interview date:

week commencing 11th May

This is an exciting new opportunity for Active8 to make a meaningful difference to the charity and the young people that we support.

We are ideally seeking a candidate with experience in marketing and social media coordination. However, we value enthusiasm, creativity and transferable skills just as highly. If you are organised, have strong attention to detail and are passionate about our cause, we will provide training to support your development.

A typical week could include updating our website, creating content on a residential or day activity with our members, producing engaging social media content or writing our latest newsletter to keep funders and followers updated with what we have been doing. Working within a small charity means no two days are the same – staff work collaboratively and are all willing to step beyond our job descriptions when needed. It's this shared commitment that makes working at Active8 so varied and rewarding.

The post holder will be required to work evenings, weekend and overnight on our activities and residential. Active8 staff don't provide personal care to members. However, the role may involve supporting young people with practical tasks such as pushing wheelchairs and providing support during activities, where appropriate.

# Job Description

We are seeking an experienced and highly motivated marketing and communications co-ordinator who has excellent planning skills, is great at communicating with different groups of people through digital marketing and advertising our worthy cause.

Preferably the successful candidate will be able to demonstrate previous experience of leading on successful marketing campaigns, have experience with a variety of platforms, experience of managing relationships at varying levels, an understanding of disability awareness and working to deadlines and budgets.

The post holder will be required to manage the day-to-day jobs of the marketing and communications of the charity. This will include planning and delivering content, attending a range of overnight residentials and day activities to gather content and support staff in delivering activities, developing our website and other communications to the public and funders. The candidate will also be required to support the rest of the team and other projects where necessary.

We can't emphasise enough how much we value transferable skills and passion so please do not be put off from applying if you are applying from a different sector/role.

# Key responsibilities

- Develop, implement, and maintain marketing and communications strategies to promote the organisation's work, services, and campaigns.
- Attend day and overnight residentials to capture content and support our members.
- Create engaging content for social media, newsletters, websites, and other digital platforms by attending day activities and overnight residentials.
- Manage and update website content, ensuring information is accurate, up-to-date, and accessible.
- Support fundraising and awareness campaigns by producing promotional materials and content.
- Monitor and analyse the performance of communications and marketing activities, reporting on engagement and impact.
- Maintain the organisation's brand identity across all communications and marketing materials.
- Coordinate and manage media relations, including writing press releases, responding to enquiries, and building relationships with journalists and local media.
- Assist with internal communications to keep staff, volunteers and trustees informed.
- Support the creation of marketing collateral such as brochures, posters, and reports, working with designers or suppliers as needed.
- Capture and curate photos, videos, and stories to showcase the charity's work, ensuring consent and safeguarding procedures are followed.
- Manage the organisation's social media channels, including scheduling content and monitoring engagement.
- Work collaboratively with colleagues to plan and promote events, campaigns, and initiatives.
- Keep up-to-date with trends in marketing, communications, and digital media, and implement best practices.

# Person Specification

**We are open to anyone coming from a variety of roles/sectors with plenty of transferable skills and experience.**

**Ideally we are looking for someone who can demonstrate the following / evidence the equivalent of.**

**Active8 values diversity and is committed to equality of opportunity and welcomes applications from all sections of the community.**

## Qualifications and Experience

- Experience in a marketing, communications, or digital media role.
- Experience creating content for social media and marketing materials.
- Experience developing websites through Wordpress or similar.
- Experience supporting marketing campaigns or communications projects.

## Skills and Knowledge

- Excellent written and verbal communication skills, with the ability to tailor messages to different audiences.
- Strong organisational and planning skills, with the ability to manage multiple tasks and deadlines.
- Good understanding of social media platforms and digital marketing tools.
- Ability to create engaging content including posts, newsletters, and promotional materials.
- Basic design skills and experience using design platforms (e.g. Canva).
- Experience updating website content using a content management system (CMS).
- Ability to analyse and report on engagement or campaign performance.

## Personal Qualities

- Creative, proactive, and enthusiastic about communication and storytelling.
- Strong attention to detail.
- Ability to work independently as well as part of a team.
- Commitment to equality, diversity, and inclusion.
- Interest in the work of charities or community organisations.