

## **Content & Campaign Lead**

### **Recruitment Pack**

#### **About the role**

The Content and Campaign lead is a new role in this charity responsible for creating compelling content, storytelling, media relations and delivering campaigns that engage communities and stakeholders and showcase impact. This role will support Active Lincolnshire and our partners in achieving our vision of breaking down barriers to physical activity and tackling inequalities to enable more people to be more active more often.

Working as part of the communications team supporting the work of the organisation, the role has the following core purpose:

1. **Content development** to showcase the organisation's work and the benefits of physical activity on people and place.
2. **Media relations** to share news stories and content to generate awareness.
3. **Campaign implementation**, working with partner organisations to collate and promote a range of content relevant to particular themes and topics.
4. **Support internal teams** in creating and managing content delivery plans, ensuring that messages reach the right audience at the right time.
5. **Create case studies** that tell the story of change and positive impact of physical activity.
6. **Create editorial content** for websites that responds to needs of local residents, drives engagement and links to activities and other relevant supporting resources.

The role will report to the Director of Communications. You will need to be a team player and able to support the organisations priorities through leading on our events and engagement.

A creative, flexible approach is key with attention to detail and excellent planning skills. A commitment to equality and inclusion must be embedded in all that you do in supporting our aim of tackling inequalities.

#### **About Active Lincolnshire**

Active Lincolnshire is a charity and one of the national network of Active Partnerships supported by Sport England to lead the local implementation of the national 'Uniting the Movement' strategy. Locally we work through a community needs led approach aligned with 'Let's Move Lincolnshire' the countywide strategy for physical activity.

It is our aim that everyone in Lincolnshire has options and opportunities to be active every day. We are particularly focussed on increasing physical activity levels and using the positive power of sport and physical activity to tackle inequalities.

Tackling the challenge of inactivity requires us to be working at system level with a wide and complex network of partners and stakeholders and understanding people in our communities. We enable, influence and connect others to create change.

Anyone joining the Active Lincolnshire team must demonstrably uphold our values of integrity, collaboration, inclusivity, innovation and learning and our commitment to equality, diversity and inclusion and tackling inequalities.

How we behave and our ways of working are important to success – specifically the post holder will need to be committed to being an inclusive team player, having empathy, agility, a growth mindset and understanding other perspectives through a passion for equality, diversity and inclusion.

## **Job Description**

### **Key Responsibilities**

1. **Develop compelling narratives and content** including case studies, presentations, visuals and web content that showcase the organisation's work, impact, and the wider benefits of physical activity on people and place.
2. **Implement campaign delivery based on agreed plans** that respond to priority themes and local needs to drive engagement and advocacy.
3. **Manage multi-channel content plans**, ensuring consistency and tailoring messages to relevant audiences.
4. **Use content to demonstrate impact** drawing on data and insight to tell powerful stories that influence stakeholders and communities.
5. **Collaborate with internal teams and partners**, ensuring campaigns and content amplify shared objectives and reach target audiences.
6. **Create news releases and lead on media engagement** to secure relevant coverage in media and other communications channels
7. **Evaluate and use relevant messaging** from other partners, Sport England and the National Active Partnership messaging to support local narrative

### **About You**

You will be a creative storyteller with the ability to craft narratives that resonate with diverse audiences (both across communities and organisations).

You will have an adaptable writing style and be able to adapt tone of voice and content to audiences.

You will be able to coordinate and deliver impactful marketing campaigns and content from a range of partners.

You will have an eye for detail and ability to create content aligned with priorities.

You will be proactive, flexible and agile in your approach and able to respond to in the moment opportunities.

You will have excellent collaboration skills and build positive working relationships with the team and external partners.

You will have strong planning and organisational skills and the ability to manage multiple projects simultaneously.

You will be committed to values of inclusivity, innovation, and tackling inequalities in all behaviours and embedding these values through communications.

You will consistently act with integrity and honesty and be committed to continual learning.

### **Person Specification**

#### **Essential & Desirable Skills and Experience**

- Experience in content creation and campaign delivery, across multiple channels such as websites, presentations, corporate documents, reports.
- Excellent written communication skills, an excellent standard of written and spoken plain English.
- Ability to create visuals and design content on platforms such as Canva and Adobe Suite such as Illustrator and InDesign (any significant design work is outsourced)
- Copywriting and editorial skills, with ability to create stories and shape narratives.
- Ability to adapt tone of voice and messaging as relevant.
- Experience using insight and data to inform content
- Understanding of how to measure campaign impact.
- Ability to deliver multiple projects and deadlines, maintaining quality and consistency.
- Familiarity with digital tools and platforms for content distribution and campaign management.
- Experience of working with multiple stakeholders and partners to co-create, share key messages, campaigns and content.
- Experience of creating media content, press releases and ability to respond quickly and creatively to media opportunities.

- Ability to use digital platforms (e.g., CMS, CRM systems)
- Ability to work in a team environment and take ownership for delivering your priorities.
- Ability to develop and maintain trusted relationships with partners, groups and organisations to create mutually beneficial opportunities.
- Knowledge and understanding of Lincolnshire (Desirable)
- Experience within physical activity, health, local government or Voluntary Community Social Enterprise sectors. (Desirable)
- Experience of working across multiple brands and communications plans (Desirable)
- CIM Marketing qualification or equivalent (Desirable)
- Awareness of data protection principles (Desirable)

### **Role details and reward package**

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|-----------------|--|
| Place of work   | Flexible working between the Lincoln office and the option to work from home alongside regular presence across Lincolnshire as required.   |
| Contract        | Permanent  |
| Benefits        | <ul style="list-style-type: none"> <li>• £25,000 - £28,000 per annum depending on experience</li> <li>• 25 days annual leave, plus all bank holidays and 3 days during the Christmas week (Total c.36 days per annum).</li> <li>• 'Celebration day'; additional day for an occasion / birthday / event (subject to annual review)</li> <li>• Westfield Health private healthcare</li> <li>• Cycle to work scheme</li> <li>• Flexible working approach</li> <li>• Time to be active in the working week</li> <li>• Team away days</li> <li>• Personal development and training opportunities</li> <li>• Time in the working week to volunteer</li> <li>• Employer contribution pension scheme</li> <li>• Employee wellbeing policy</li> <li>• Contribution to making a difference to the lives of people in Lincolnshire</li> </ul> |
| Reporting to    | Director of Communications   |
| Responsible for | No direct reports  |

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|--------------|--------------------------------------|
| Closing date | Sunday 1 <sup>st</sup> February 2026 |
| Interviews   | w/c 9 <sup>th</sup> February 2026    |

### **Inclusive application process**

We operate an inclusive, equitable and transparent recruitment and assessment process, underpinned by an organisational commitment to equality and diversity. We actively encourage applications from candidates from diverse backgrounds who can bring an array of skills and experience to our organisation. We're committed to making sure every applicant is assessed solely on merit and relevant experience to do the job.

As an employer, we actively seek to ensure that our workforce reflects the communities we serve, recognising that this makes us better able to understand their needs and priorities. We can only do this by ensuring that the people who work for us are the best they can be irrespective of age, gender, sexuality, ethnicity, disability, marital status, religion or belief.

We value the ideas and contributions from everybody and welcome and support difference. Our aim is to make sure that equality, diversity and inclusion run through everything we do as an employer.

We encourage applications from people with disabilities, and guarantee interviews for applicants with disabilities that meet the requirement of the role as part of our commitment as we work towards the Disability Confident Scheme.

### **To apply for the role, please:**

1. Complete an application form ensuring you provide examples and evidence as to your relevant skills and capabilities and how you meet the person specification for the role.
2. Complete an EDI monitoring form (optional) to help us understand the demographics of people applying to work at Active Lincolnshire
3. Email your completed application document(s) to [amy@appointconsulting.co.uk](mailto:amy@appointconsulting.co.uk)

To arrange an informal conversation about the role, contact

[Clare.Williams@activelincolnshire.com](mailto:Clare.Williams@activelincolnshire.com)