


Profile Title:	Internal Marketing Officer	
Responsible To:	Jon Pudny	
Responsible For:	N/A	
Post Reference:		

Vision and Values
“Inspiring people to live active healthy lives”

- *We are always improving*
 - *We care*
- *We make a positive difference*
- *We are customer focused*
 - *We are one team*

Purpose of Post:

Internal communications are one of the most impactful ways organisations can deliver business updates and news directly to employees. The Internal Marketing role is critical to how Oldham Active consistently engages with employees, ensuring they stay updated on company progress, employee accomplishments, and our charitable work within the community, making them feel valued and integral to our operations.

About the role
As the Internal Marketing Officer, you will have the autonomy to develop and organise the quarterly internal news communications that reach over 350 Oldham Active employees. You will be part of the marketing department, working independently for 4 hours per week.

You will collaborate with key stakeholders from the leadership team and management. The role requires the ability to work against tight timelines and demands excellent planning, communication, copywriting skills, and a strong eye for detail.

The Internal Marketing Officer position is a part-time role with flexible working options, offering a unique opportunity for someone looking to gain paid experience in copywriting, marketing, or journalism. This role has been designed to give hands-on experience as you grow in your chosen career.

Responsibilities:

Content creation: Assist the Marketing and Communications manager in sourcing stories and writing newsworthy content for our employee newsletter publication and employee email campaigns.

Be creative: Sourcing imagery (iStock), on location photography and image editing software e.g Adobe Express, to incorporate visuals that enhance the newsletter’s appearance.

Take ownership: Organise the distribution of the newsletter to all employees, be the point of contact for all employee news related content.

Dive into analytics: Monitor and report on the performance of the newsletter, employee engagement and report on any employee survey results.

Criteria A: Essential D: Desirable	Method of Assessment A: Application I: Interview T: Task	
Education and Training:	Criteria	Method of Assessment
<ul style="list-style-type: none"> English GCSE grade C or above 	A	A/I
Relevant Experience:	Criteria	Method of Assessment
<ul style="list-style-type: none"> Creativity: A flair for creating compelling and visually appealing content. Communication: Excellent written and people skills, with the ability to work productively. Detail-oriented: Strong attention to detail and organisational skills. Self-motivated: Initiative with confidence to work independently. Although there will be support in place ideally you should relish the ability to work autonomously. Passion for writing: Enthusiasm for marketing, branding, and content creation. 	A	A/I
	A	A/I
	A	A/I
	D	A/I
	A	A/I
General and Special Knowledge:	Criteria	Method of Assessment
<ul style="list-style-type: none"> Data Protection 	D	A/I
Skills and Abilities:	Criteria	Method of Assessment
<ul style="list-style-type: none"> Possess excellent numerical ability, including the capacity to present information and data in a way that is easy to understand 	A	A/I
<ul style="list-style-type: none"> Strong IT skills 	A	A/I
<ul style="list-style-type: none"> Possess strong written and verbal communication skills 	A	A/I
<ul style="list-style-type: none"> Ability to prioritise workloads and plan effectively 	A	A/I
<ul style="list-style-type: none"> Able to work with little or no supervision 	A	A/I
<ul style="list-style-type: none"> Able to display good copywriting skills 	A	A/I
<ul style="list-style-type: none"> Strong awareness and ability to demonstrate the use of numerous IT systems and software such as Hootsuite, email platforms, MS Office and Adobe CS 	D	A/I
<ul style="list-style-type: none"> An interest and ability for photography and Image creation 	D	A/I

Additional Requirements:	Criteria	Method of Assessment
<ul style="list-style-type: none"> • Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the business 	A	A/I
<ul style="list-style-type: none"> • Have high personal standards, an eye for important detail, and lead by example 	D	A/I
<ul style="list-style-type: none"> • Must hold a valid driving licence 	A	A/I