



The Inclusive Leisure Facility

Tel: 0117 2141179 info@gympanzees.org

Role: Marketing Executive

Reporting into: Head of Marketing and Development

Gympanzees

Gympanzees is a social enterprise (soon to be a charity). Our vision is to open the UK's first, fully inclusive leisure facility which will cater for the play, exercise and social needs of the 58,000 children and young people with disabilities within an hour of Bristol. As this hasn't been done before, we have been running Pop Up centres over the summer and Easter holidays to prove our concept and refine our business plan. Over the last 58 days of Pop Ups we have had almost 4000 children with some doing a 5 hour round trip to come for a 1.5 hour session. We have had some amazing firsts including a 6 year old who took her first steps and a 3 year old who had his first ever laugh.

Having proven our concept, we are now looking to find a location and to fundraise to be able to build the first permanent main centre. In the meantime, we will continue to run the Pop Ups and grow them each year.

Purpose of the Job

As a marketing executive at Gympanzees, you will be responsible for delivering the marketing strategy. You will be given the opportunity to work closely with leading stakeholders in this exciting charity to ensure every disabled child and young person in the UK has access to play, friendship and exercise.

Ideal for a marketing all-rounder, this wide-ranging role spans the entire marketing mix; including tactical responsibility for customer research and data analysis, segmentation, campaign planning and delivery, copywriting, social media, creative briefing and events management. The Marketing Executive will also provide input into the strategic planning process.

For the right candidate we will work with you to develop and support you in your role from week one. We will provide training, but we believe that getting stuck in is also the best way to learn. The marketing executive role is highly varied, and you will be included in the following activities:

- Reaching new audiences to raise awareness of our charity and our capital appeal to build the first fully inclusive leisure facility in the UK
- Engaging in multiple media channels, primarily online, to increase our reach
- Build our brand awareness
- Liaising with the development team to ensure they have all the necessary marketing communications to fulfil the fundraising objectives

These activities will be delivered by:

- Maintaining and helping to improve the website, ensuring it is always up to date and delivers an exceptional user experience
- Managing and growing our social media channels
- Helping to implement multi-channel campaigns including email, web, PR and events
- Assisting with the production of marketing materials
- Collaborating with the wider team, in particular the development team
- Write copy for marketing initiatives
- Proofread product and marketing copy
- Work closely with external creative agencies to design marketing materials such as brochures and adverts

Gympanzees is a trading name for Gympanzees CIC. Company registered number is 11053032. Registered in England and Wales. Registered address is 236 Henleaze Road, Henleaze, Bristol, BS9 4NG



GympanzeesUK

www.gympanzees.org

- Develop relationships with key stakeholders both internal and external
- Reporting on marketing activity
- Any other marketing and development activities, and wider charity activities, that will help further the organisation's objectives.

What you need to have:

To do this job well you need to have:

- Minimum of a year's marketing experience
- A degree-level education, or another relevant qualification
- The skill to work independently and to take initiative
- The ability to multi-task and be comfortable with changing priorities
- Excellent communication and organisational skills
- Highly proficient computer skills and a confident technology user overall
- Strong analytical capabilities
- A 'completer-finisher' with good attention to detail
- Able to work under pressure and to deadlines
- Positive, 'can-do' attitude

Job Type: Full-time, 37.5 hours per week.

Salary: £23,000

To apply, please send a short covering letter explaining why you should be considered for the role, along with your CV, to Stephanie Ween - CEO Gympanzees at info@gympanzees.org Closing date is 11 December 2019. Interviews will be held w/c 16 December 2019.

