

Move Together Blackpool - Job Opportunity Marketing & Communications Lead (0.2)

Move Together Blackpool (MTB) is one of 80 Sport England Place Expansion localities, testing out new ideas and approaches that can help more people to be more active. Our area of focus and the place we care passionately about is Blackpool.

We are excited to announce we have an opportunity for an individual to lead on the Marketing & Communications and join Move Together Blackpool through a shared role, a model we use where people remain employed by their current employer and work for a funded and agreed amount of time (to be discussed and confirmed) as part of the MTB team.

You will be required to support MTB to develop and deliver a range of strategies, campaigns, and priorities, and to enhance the profile and reputation, with a focus on storytelling and digital channels. You will provide marketing & communications support to the coordination and delivery teams, and will be supported and developed by a highly skilled and experienced Relationship Manager. The right person will require excellent relationship-building and organisational skills and will work closely with the Evaluation and Research Lead in order to effectively share the learning and tell the story.

If you or someone within your organisation is interested, has the skills we are looking for, and whose employer would support a shared role with Move Together Blackpool, we'd encourage you to apply; further details can be seen below.

If you have any questions about any of the above, please drop Laura Ivinson (Programme Lead) an email on; laura.ivanon@blackpool.gov.uk or call on 07835054539. Or Amy Thompson- Spears (Relationship Manager) and email on; athompson-spears@activelancashire.org.uk or call 07859 742235.

Closing Date: Monday 22 September 2025

Interviews to take place on: Friday 3 October 2025

You can submit your Expression of Interest at <https://forms.office.com/e/x18v76SAYA>

Marketing & Communications Lead

Key parts of role -

- To lead and deliver strategic, multi-channel marketing and communications activity across Blackpool, enhancing the profile and reputation of Move Together Blackpool (MTB). This role will drive the development and management of MTB's digital platforms, campaigns, and creative content to showcase impact and influence at local, regional, and national levels.
- Lead the planning and execution of Move Together Blackpool communications strategy, including social media, podcasts, content creation, and campaign delivery, ensuring alignment with programme goals and audience needs.
- Use data, evaluation techniques, and market trends to inform and optimise digital activity, ensuring measurable impact and return on investment.
- Provide expert guidance and support to Move Together Blackpool networks across Blackpool, ensuring a consistent and coherent approach to the programme's visual identity, tone of voice, and messaging.
- Oversee the creation and dissemination of compelling stories and digital assets that demonstrate TaAF's influence on behaviour change, system transformation, and place-based impact.
- Champion new ways of working, challenge existing practices, and introduce innovative approaches to digital engagement. Stay ahead of emerging platforms and technologies to broaden reach and improve user experience.
- Work collaboratively with internal teams, stakeholders, and external partners to ensure communications are inclusive, engaging, and reflective of the programme's values and ambitions.
- Support with general office duties, including some administration tasks.

Marketing & Communications Lead

About the person -

- Education to degree standard in a relevant subject, such as English, Journalism, Media Studies etc.
- Experience of working in a local authority or relevant public sector Communications department
- Strong skills in the creation of engaging content – videos, animation, photography, graphics, gifs, design, social media posts
- Strong written, storytelling, and verbal abilities, and present in a way that people easily understand
- Ability to work on research insights and use them to inform future work and activities
- Adaptability to change and support for innovation
- Ability to work in a busy environment, managing competing priorities and multiple projects effectively, and prioritising workload to tight deadlines
- Ability and willingness to use a range of tools and platforms to support the work of the Coordination team and delivery team, including media management and social media management
- Ability and willingness to work as part of a team and motivate others
- Willingness to learn, innovate, suggest, and share ideas and try new approaches within their host organisation
- Knowledge of behaviour change programmes, health inequalities and recognise the benefits of physical activity and movement within communities.

Role Details: These are guides and can be discussed in further detail	
Hours	1 day a week, based on a collaboration agreement with your host organisation. Working arrangements can be discussed as we appreciate that working arrangements may differ between employing organisations.
Salary Range	£26k to £32k pro rata (Negotiable)
Working Arrangements	A mix of working from MTB's home (The Solaris Centre, Blackpool), and agile working
Length of Shared Role	29 September 2025 – 31 March 2026 (option to extend, up to 2 years)

We also want to highlight just some of the benefits of working through a shared role.

Value of the Shared Role Opportunity

<u>For the host organisation and the person</u>	<u>For MTB</u>
<p>The Person</p> <ul style="list-style-type: none"> • Develop skills and confidence from training, new ways of working, and working with an exciting range of partners from different sectors. • Build new relationships and connections. • Put their own stamp on an exciting and evolving project. <p>The Organisation</p> <ul style="list-style-type: none"> • The person brings the above into their existing role, supporting the person and organisation to thrive. • A chance to influence and learn from Move Together Blackpool approaches. 	<ul style="list-style-type: none"> • Gain the skills and experience of a person who can improve Move Together Blackpool. • Benefit from the existing relationships and connections the person and organisation have. • Support the development of a person and an organisation in Blackpool.