

About us

We are a leading sport education and training provider, proudly serving the sport and physical activity sector since 2002. Our work is delivered through two organisations: **Sport Structures Limited** and **Sport Structures Community Interest Company (CIC)**. Together, we share a commitment to excellence, with the CIC reinvesting back into sport to create lasting impact. We are a company with a strong social conscience, driven by a clear vision:

Transform sport and physical activity through empowering and inspiring people.

We collaborate with a wide range of partners, including National Sport Organisations, National Governing Bodies, Active Partnerships, Community Foundations, and educational institutions. Our training supports individuals at every stage of their journey—apprentices, volunteers, coaches, and the professional workforce.

Over the years, we've delivered [landmark projects](#) that have shaped us as an organisation and we are proud to have won a [number of awards](#) over the years. Our mission is to:

Provide solutions that add value and drive positive change, reflecting the diverse needs of sport and physical activity.

Our values guide everything we do—both within our team and in our partnerships:

- **Passion**
- **Integrity**
- **Excellence**
- **Togetherness**

Job summary and scope

We are seeking a motivated and enthusiastic individual to join Sport Structures as a Marketing Officer, supported through the Level 3 Multi-channel Marketer Apprenticeship. This role is an excellent opportunity for someone looking to start or develop a career in marketing within a values-driven organisation that is committed to positive social impact.

Working under the guidance of the Director of Digital and the Marketing Manager, the Marketing Officer will support the delivery of marketing activity across Sport

Structures' service areas. The role will involve contributing to campaigns, creating and scheduling content across digital channels, supporting social media activity, and assisting with the use of data and insight to understand audience engagement and improve performance.

The postholder will also work closely with colleagues across the organisation to support business development activity, help maintain marketing systems and databases, and ensure communications are accurate, engaging, and aligned with brand guidelines. Full training and ongoing support will be provided, alongside protected time to complete apprenticeship learning and assessments.

This position is ideal for an organised, creative, and proactive individual who is keen to learn, develop practical marketing skills, and build confidence in a supportive environment. You will gain hands-on experience across a wide range of marketing activities while working towards a recognised qualification and contributing to meaningful work within sport and physical activity.

Job title:	Marketing Officer
Position type:	Permanent
Salary:	£20,000-£24,800 dependent on experience and age
Hours of working:	37.5 hours per week (full-time). We offer a flexible approach to working, balanced with business need
Persons responsible to:	Marketing Manager and Director of Digital Technology
Location:	Home working with a requirement to be in the office (Edgbaston, Birmingham) on at least two days a month up until September 2026.
Benefits:	Access to ongoing professional development opportunities provided by Sport Structures
Special conditions	Occasional attendance at meetings or events outside normal office hours. Casual car-user allowance for business-related travel only.

	Completion of Level 3 Multi-channel Marketer Apprenticeship (protected time provided for learning and assessments)
Job closing date:	Wednesday 11 th February 2026
Interview date:	Week commencing 23 rd February 2026

Duties and Responsibilities:

1. Marketing plan: To support the implementation of the Sport Structures marketing plan across all service areas, contributing ideas and activity under the guidance of the Director of Digital and Marketing Manager
2. Business development: To work alongside the Business Development team to support marketing activity linked to business development opportunities, including assisting with data entry and communications using marketing systems and tools.
3. Social media strategy: To support the delivery of the social media strategy by creating, scheduling, and posting content across relevant platforms, building online engagement and supporting awareness of Sport Structures' products, services, and education and training opportunities, with guidance from senior colleagues.
4. Campaign delivery: To support the development and delivery of marketing campaigns that showcase Sport Structures' products, services, and impact, contributing to the creation of engaging written, visual, and video content and assisting with monitoring campaign performance
5. Content creation: To create accurate, engaging, and inclusive marketing content across a range of formats, ensuring all outputs align with brand guidelines and organisational values
6. Data management: To support the maintenance of the Sport Structures CRM system, ensuring contact records are accurate and up to date, and assisting with the management of segmented marketing lists in collaboration with colleagues
7. Digital reporting tools: To use digital analytics and reporting tools (including

website and social media insights) to monitor audience engagement and campaign performance, supporting the preparation of reports and dashboards shared with the internal team.

8. Brand and consistency: To apply brand guidelines consistently across marketing materials and support the development of branded templates and documentation to ensure a professional and consistent organisational identity.
9. Processes and procedures: To support the development and use of internal marketing processes and procedures, contributing to efficient and effective ways of working.
10. Understanding trends: To develop an understanding of digital marketing trends and emerging technologies, with support, and to share learning that may help improve marketing activity and customer engagement
11. Events and engagement: To support the planning and delivery of marketing and promotional events, including attending events online or in person where required, to raise awareness of Sport Structures' work.
12. Training and development: To undertake appropriate training and development opportunities
13. Equality and diversity: To promote equality, diversity and social inclusion issues throughout all of Sport Structures work promoting a positive approach to the work environment and partner relationships. To personally act as an exemplar on these issues.
14. Health and safety: To ensure the health, safety and welfare of employees and the public by complying with the appropriate health and safety policies, organisations and arrangements and the employment of safe working practices and risk assessment and management and to comply with the No Smoking policy.
15. Other duties: To undertake other duties, as appropriate, to achieve the objectives of the post, and to assist the organisation in the fulfilment of its overall objectives, commensurate with the post holders salary, grade, abilities and aptitude.

Person Specification

We value people who are motivated, reliable, and committed to delivering high-quality work. For this role, we are looking for someone who is proactive, strategic and can combine creativity with analytical thinking. You should be confident in using digital tools and data insights to inform decisions and drive performance. Excellent communication, organisational skills, and attention to detail are essential, alongside the ability to work independently and manage multiple priorities. You should be able to demonstrate the following qualities, skills, and experience:

	Qualifications and Experience	Essential (E) Desirable (D)
1.	Educated to "A" level	E
2.	Experience of using social media for personal, educational, or voluntary purposes	E
3.	Experience of using IT systems and digital tools (e.g. email, document creation, online platforms)	E
4.	Experience of creating written, visual, or digital content (formal or informal)	E
5.	Experience of working in an office, customer service, voluntary, or team-based environment	E
6.	Experience of supporting marketing, communications, or promotional activity	D
7.	Experience within sport, physical activity, education, or community-focused organisations	D
	Skills & Abilities	
8.	Strong organisational skills with the ability to manage time effectively	E
9.	Ability to communicate clearly and professionally in writing and verbally	E
10.	Ability to follow guidance, take feedback positively, and apply learning	E
11.	Ability to work independently on tasks while contributing as part of a team	E
12.	Good attention to detail and accuracy	E
13.	Creative approach to content and problem-solving	E

14.	Willingness to learn and develop digital marketing skills	E
15.	Ability to balance work responsibilities with apprenticeship study requirements	E
Knowledge & Understanding		
16.	Understanding of social media and digital communication	E
17.	Awareness of the importance of brand consistency and professionalism	E
18.	Awareness of digital marketing principles	D
19.	Awareness of website or social media analytics	D
20.	Awareness of CRM or data management systems	D
Personal Attributes		
21.	Integrity and reliability, including the ability to work confidentially and maintain professional standards.	E
22.	Commitment to continuous professional development, staying up to date with industry trends and best practice.	E
23.	Willing to travel, holds a full driving license and access to own transport	D
24.	Positive, can-do attitude, demonstrating high levels of motivation and pride in delivering quality work.	E
25.	Has a suitable Disclosure and Barring Service Check	D

The interview panel will assess candidates against the criteria outlined in the person specification, prioritising elements relevant to the role. We are committed to providing equal opportunities for all applicants and aim to build a diverse and inclusive workforce. Applications are welcomed from all suitably qualified individuals. A copy of our Equality and Diversity Policy can be found on [our website](#).

The successful applicant will need a clear DBS certificate and will have responsibility for safeguarding children and vulnerable adults in line with our policies.

To apply, please submit:

- A completed job application form (available on our website)
- A CV (maximum 2 pages) including details of at least two referees
- A one-page covering letter explaining how your skills, knowledge, and experience meet the role requirements

Please note that applications submitted without all of the above documents will not be considered.

Applications should be submitted to: HR@sportstructures.com

For any queries in relation to the position, please contact the HR mailbox or via phone 0121 455 8270.