



Active Fusion's Application Pack 2025-2026



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About Us

Our Mission

As a charity we exist to help every child to develop a love for being active by unlocking potential and creating positive habits for life. Active Fusion put children and young people at the heart of everything we do because we believe every child should be given the best start in life. We deliver our charitable objectives through good governance, a highly skilled team and a passion to make a difference everyday to those who need us the most.

Our Vision

Our goal is to enhance physical activity, reduce sedentary behavior, and promote an active lifestyle, all to support their physical and mental health and overall well-being. It's time to prioritise physical activity and sport across our schools, communities, workplaces, and homes, making them central to the health and happiness of future generations.

Active Fusion is incredibly proud to have positively impacted the lives of over 35,000 young people in the past two years. Looking ahead, we're excited to nearly double that number in the coming year. Our ambition is to live in a world where all children are healthy, happy and active.



Our Values

We are committed to fostering a culture of joy, passion, and nurturing, with a focus on creating lasting inner satisfaction. Our mission is to care for, support, and inspire others to grow, reach their full potential, and become the best versions of themselves. We encourage individuals to step outside their comfort zones, embrace new challenges, and develop new skills, all while cultivating a love for physical activity. Through this, we aim to enhance the mental and physical well-being of young children, empowering them to thrive in every aspect of life.



Joyful



Passionate



Nurturing



Join Our Team

Are you a strategic marketing and communications professional driven by the desire to help young people access a better future?

Are you confident managing multiple projects, deadlines, and stakeholders, with the creativity, organisation, and leadership to drive results in a fast-paced environment?

Are you looking to use your marketing expertise to make a tangible impact in the local community, driving growth, awareness, and support for a cause that matters?

If your answer to the above is YES, then keep reading to find out more!



Job Description

Marketing & Communications Manager

Salary: £26,000 - £28,000

Location: The Hub, Doncaster College, DN1 2RF

Contract: Full-time (37 hours per week)

Reporting to: Director

Closing date: Rolling recruitment with an immediate start

Interview date: Week commencing 13th October 2025

Active Fusion presents an exciting opportunity to join our ambitious charity, dedicated to transforming the lives of children and young people. We're looking for a creative, strategic and organised individual to oversee our growing marketing and communications efforts. In this role, you'll work closely with the charity's director and wider team to develop and share compelling content, manage campaigns, and help amplify the vision and values of Active Fusion across multiple channels.

Qualities, values and mindset essential for success:

- Bring energy, originality, and a strategic mindset to marketing and communications, with a genuine passion for storytelling.
- Approach work with enthusiasm and a solutions-focused attitude. Be confident in contributing ideas, taking initiative, and experimenting with new approaches.
- Demonstrate excellent written and verbal communication skills, with the ability to craft compelling, audience-specific content across multiple platforms.
- Manage multiple projects, deadlines, and priorities with precision, ensuring high-quality outputs.
- Thrive both as a team player and in working autonomously, showing accountability in all aspects of the role.
- Show a strong desire for continuous learning and professional development, staying current with trends and insights in marketing and the charity sector.
- Deeply believe in the transformative power of physical activity for young people, and be a passionate advocate for our mission in all communications.

Experience & qualifications:

- Minimum of 3 years' experience in a marketing, communications, or digital media role, with a proven track record of developing and delivering successful multi-channel campaigns.
- Degree-level qualification in marketing, communications, or a related field is highly desirable. Professional certifications (e.g. CIM, CIPR) are also valued.
- Exceptional communication skills, both verbal and written. Able to craft clear, persuasive, and engaging content for diverse audiences across multiple platforms, and present ideas and strategies confidently to colleagues, stakeholders, and external partners.
- Experienced in tailoring messaging, tone, and format for different audiences and channels including social media, websites, newsletters, press releases, speeches, and internal comms.
- Proficient in digital tools including Mailchimp, WordPress, and Adobe Creative Suite, with the ability to manage websites, email marketing, and visual content production.
- Skilled in social media strategy and management, with experience across multiple platforms. Confident in using scheduling and analytics tools like Meta Business Suite, Buffer, or Hootsuite.
- Content creation expertise, including writing, editing, photography, and video production. Capable of leading editorial calendars and ensuring high-quality, consistent output.
- Experience in planning, promoting, and delivering engaging events. Skilled in coordinating logistics, marketing, and live content capture to maximise impact.
- Data-driven approach to tracking and optimising performance across marketing channels, with the ability to produce insightful reports for leadership and inform strategy.
- Demonstrated ability to manage budgets, oversee external suppliers, and build strong stakeholder relationships, ideally within a charity or purpose-driven environment.
- A proactive and curious mindset with a strong grasp of current marketing trends, audience behaviours, and engagement best practices, constantly seeking to learn and innovate.

What might a week in the life look like?

No two weeks are ever the same, but here's a glimpse into what a typical week could look like in this dynamic, creative and mission-led role:

- **MONDAY:** You might start the week by reviewing campaign analytics and preparing performance reports for the Senior Leadership Team. You may align on priorities in the weekly SMT meeting, schedule social media content, brief a photographer on an upcoming campaign piece, and draft a press release for an upcoming programme milestone.
- **TUESDAY:** You may focus on donor engagement, writing segmented email campaigns in Mailchimp and updating webpages to reflect new messaging. You might collaborate with the Partnerships Manager on joint comms plans, coordinate with external content suppliers, and begin drafting a print newsletter to showcase recent impact.
- **WEDNESDAY:** Midweek might involve attending a youth or community event to capture photos, video and stories for use in marketing. You may live-post to social media, gather testimonials from participants, and debrief with the event lead to plan post-event communications and content.
- **THURSDAY:** You might lead a content planning session with colleagues across programmes, begin shaping the comms strategy for an upcoming youth initiative, and review draft content produced by team members. You may write a blog post highlighting a success story, create engaging content in collaboration with a charity partner, and liaise with local media to pitch feature content.
- **FRIDAY:** You may close the week by managing the marketing budget, logging campaign spend, and reporting on KPIs such as engagement, conversions, and web traffic. You might also finalise a campaign toolkit for volunteers, scan marketing trends for inspiration, and use time for personal development or creative thinking.

Why you'll love working at Active Fusion:

- Free childcare during school holidays via Fusion Camps. Fun for them, peace of mind for you!
- Opportunities to grow through training and development to help you build your skills and career.
- Enjoy flexible hours and hybrid working options so you can balance work and life.
- Generous 28 days annual leave (including bank holidays) to take a break and recharge when you need it.
- Discounted on-site parking available to keep your commute easy and stress-free.

Need-to-knows:

- The successful candidate will need a full UK Drivers Licence and access to a vehicle, and any offer would be subject to a clear enhanced DBS check and references.
- Although this role is primarily based at our office in Doncaster College, some travel will be required off-site to attend events, meetings and other activities.
- Some flexibility is required to occasionally work evenings or weekends for events or campaigns.

Apply now!

Closing Date - Rolling recruitment with an immediate start.



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Thank you for taking the time to read through our information pack, if you have any further questions feel free to get in touch with the team via email at recruitment@activefusion.org.uk

