

committed to helping everyone live their best life

Working for us is much more than just a job. You'll become one of our own, part of our inspiring Active Tameside family, bound together by a strong sense of belonging which only comes from like-minded people, passionate about helping people to live their best lives.

As an awarding winning and compassionate Charitable Trust we have your health, wellbeing and happiness at heart, offering excellent training, development and career progression, a host of benefits including a local government pension scheme and free Active Premier membership with access to all 7 of our facilities. Membership includes gym, classes, general swim, spa and exclusive Les Mills virtual classes on our app - all worth £37.29 per month.

So, what are you waiting for? Become part of something different and help us make a difference.

Brand Ambassador

Salary:	£27,985.99 p.a pro rata for part-time
Location:	HQ/Across all Active Tameside sites
Contract Type:	Permanent
Working hours:	37 hours per week – potential to job share
Closing date:	16 th August 2026
Interview date:	19 th – 21 st August – interview & practical assessment
Job Reference:	AT277

This is a full-time role, but there may be opportunity to split between 2 candidates. There will be travel across our estate, and there may be some weekend/evening work required according to business need.

how to apply

To apply for this position please fill out the form online or alternatively complete an application form and return it to **HR@activetameside.com** or Human Resources, Active Tameside, Active Ken Ward, Hattersley Road East, Hattersley, Hyde, SK14 3NL.

Application forms can be found on www.activetameside.com/job-vacancies or email **HR@activetameside.com**. For help or advice in completing the application form please contact Human Resources on 0161 366 4814.



here for Tameside, not for profit.

Active Tameside is a registered charity which means 100% of our profits go back into ensuring the best possible facilities and services for the Tameside community.

Find out more at activetameside.com/charity



activetameside.com

Role Profile:

Role Title:	Brand Ambassador
Grade:	D3
Date:	July 2026
Responsible to:	Digital Systems & Brand Manager

Role Purpose:

The Brand Ambassador plays a key role in delivering engaging digital marketing and creative campaigns that raise awareness of Active Tameside's brands, services and facilities.

Working closely with the Digital Systems & Brand Manager, the postholder will coordinate the creation of high-quality digital and printed marketing materials, manage day-to-day social media activity, develop engaging content across multiple platforms and support integrated marketing campaigns that increase customer engagement, participation and brand awareness.

The role combines creativity with digital marketing expertise, ensuring all communications are on-brand, customer-focused and aligned with organisational objectives.

Role Accountabilities:

All our roles play a key part in delivering our strategic themes to achieve our goals:

Brand & Digital Marketing

1. Support the planning and delivery of integrated marketing campaigns across digital and traditional channels.
2. Coordinate engaging campaigns that promote Active Tameside's services, programmes and facilities.
3. Produce high-quality creative content that supports campaign objectives and drives customer engagement.
4. Ensure all marketing activity reflects the organisation's brand identity and values.
5. Identify opportunities to improve campaign performance through innovative and customer-focused marketing approaches.

Social Media & Digital Engagement

6. Manage the day-to-day delivery of social media content across all relevant platforms.
7. Create engaging written, graphic and video content tailored to different audiences.
8. Plan and schedule content using social media management tools.
9. Monitor engagement, respond to enquiries where appropriate and help build positive online communities.

10. Keep up to date with digital trends and recommend new ideas to improve engagement and reach.

Creative Design & Content

11. Design high-quality digital and printed marketing materials, ensuring consistency across all communications.
12. Produce creative assets including graphics, photography, videography, animations and promotional materials.
13. Coordinate print production from concept through to final delivery.
14. Maintain brand consistency across all visual communications.
15. Work collaboratively with colleagues to interpret creative briefs and deliver projects to agreed deadlines.

Website & Email Marketing

16. Update website content using the organisation's Content Management System (CMS).
17. Ensure website content is accurate, engaging and optimised for user experience.
18. Assist with the production and distribution of email marketing campaigns.
19. Apply SEO best practice to improve online visibility and website traffic.

Performance & Continuous Improvement

20. Monitor digital marketing performance using analytics tools.
21. Assist in producing reports on campaign performance, social media engagement and website activity.
22. Use insight and data to recommend improvements and optimise future campaigns.
23. Contribute ideas that improve marketing processes, customer engagement and digital innovation.

Collaboration

24. Build positive working relationships with colleagues, customers, partners and stakeholders.
25. Support colleagues across the organisation with marketing and design requirements.
26. Contribute positively to team objectives and organisational priorities.
27. Demonstrate flexibility and adaptability to support business needs.

Role Requirements:

Our recruitment process will include you demonstrating these requirements from your application form, interview and/or assessment(s):

Knowledge

Qualification in Marketing, Digital Marketing, Graphic Design or a related discipline.

Excellent understanding of digital marketing and social media platforms.

Good understanding of branding and visual communications.

Knowledge of website content management systems (CMS).

Understanding of SEO and digital content best practice.

Knowledge of equality, diversity and inclusive communication.

CIM or CIMSPA membership.

Knowledge of the leisure, health, wellbeing or public sector.

Understanding of Google Analytics and digital reporting tools.

Awareness of emerging digital marketing technologies and AI tools.

Experience

Experience creating engaging content for social media, websites and digital campaigns.

Experience designing marketing materials for both digital and print.

Experience using Adobe Creative Cloud (Photoshop, Illustrator, InDesign and Premiere Pro or equivalent).

Experience creating photography and video content.

Experience using website Content Management Systems.

Experience delivering marketing campaigns that increase customer engagement.

Experience working within established brand guidelines.

Experience building effective working relationships with colleagues and stakeholders.

Experience using Meta Business Suite and social media scheduling platforms.

Experience using email marketing platforms.

Experience with paid social advertising.

Experience producing campaign performance reports.

Experience using AI-powered creative and marketing tools.

Skills

Excellent written and verbal communication skills.

Strong copywriting and proofreading ability.

Highly creative with excellent design skills.

Strong attention to detail.

Ability to interpret creative briefs and deliver high-quality work.

Excellent organisational and time management skills.

Ability to manage multiple projects and meet deadlines.

Confident using Microsoft Office and Adobe Creative Cloud.

Ability to analyse campaign performance and identify improvements.

Proactive, innovative and solutions focused.

Ability to work independently and collaboratively.

Essential Criteria – in bold

Desirable Criteria – in italics

**our employee
lifecycle**



Hire me

Provide a job role that enables me to utilise my unique talents ensuring individuals are fit for purpose and success.

Develop me

I am supported by managers that will help me develop as an individual to be the best I can be.

**Manage my
performance**

Provide an environment that promotes continuous learning and development. Managers and employees are clear on their mutual expectations and managers provide helpful and constructive feedback.

**Engage and
motivate me**

I am able to participate in decisions that affect me and my team. And concerns I have are dealt with urgently with any issues dealt with sensitively and with emotional intelligence.

Thank me

My time and extra effort are recognised and appropriately rewarded. Leaders and managers show respect for my time.

Wish me farewell

My feedback is appreciated and may enable continued improvements in the workplace for others.