



Job Description:

- Job Title:** Events and content coordinator
- Responsible To:** Business Development Director
- Responsible For:** None
- Department:** Active Insight including active-net
- Location:** Remote with requirement to travel (mainly within the UK)
- Salary:** Starting £27,000 FTE

We are seeking a dynamic, highly organised and detailed orientated **Events and Content Coordinator** to join our small, ambitious team. This role is responsible for planning, coordinating, and executing events while also developing engaging content to enhance brand presence. The ideal candidate will have a strong background in event planning, content creation, and marketing communications.

This role requires strong interpersonal skills, the ability to create innovative content, react and respond to social media enquiries and coordinate the administration of active-net including the scheduling of meetings, plus webinars and other events as required. We are looking for a self-starter with a passion for developing our networks and consistently delivering an outstanding guest experience at our events.

Key Responsibilities:

Event Coordination:

- Plan, organise, and execute company events, including the active-net portfolio, webinars, trade-shows and partner events.
- Coordinate the end-to-end event enquiry process, from initial outreach to closing bookings including management of the active-net booking portal.
- Work closely with sponsors and stakeholders to ensure seamless event execution.
- Manage event logistics, including venue management, catering, scheduling, and technical support.
- Work with the Event Director and Business Development Director to develop event marketing strategies to drive attendance and engagement.
- Coordinate post-event evaluations and reporting to measure success and identify areas for improvement.

- Attendance at industry events as required including all active-net events

Content Creation & Marketing:

- Develop and manage content for marketing materials, blogs, social media, email campaigns, and websites.
- Proactively manage and engage with social media relating to our events.
- Collaborate with our Business Development Director to align content with brand messaging and marketing objectives.
- Research industry trends to create timely and relevant content.
- Maintain a content calendar to ensure consistent publishing across all platforms.
- Creation of promotional materials, including press releases and newsletters.

Reporting:

- Meet or exceed quarterly and annual KPI targets
- Track and report on sales metrics (conversion rates) to ensure visibility into performance and opportunities for learning and development of our sales and marketing process.
- Post – event evaluation to continually develop our guest experience
- Maintain accurate and up-to-date records of all client interactions in CRM.

Market Research & Analysis and Continuous Learning:

- Attendance at industry events including all active-net events (currently 5 per year)
- Conduct market research to identify trends, competitor activities, and partnership opportunities.
- Gather feedback from partners and industry insights to continuously improve partnership strategies and offerings.
- Participate in ongoing personal development

About You:

Skills and Competencies:

- Passionate about the health, fitness, wellbeing and active leisure sector
- 2+ years of experience in event planning, content creation, or marketing.
- Strong project management and organizational skills.
- Excellent written and verbal communication skills.
- Proficiency in social media platforms, content management systems, and marketing tools (such as Canva and WordPress)
- Ability to multitask and work in a fast-paced environment.
- Experience using CRM (salesforce desirable)

If you are a motivated individual with a passion for events and content marketing, we encourage you to apply and join our dynamic team!