

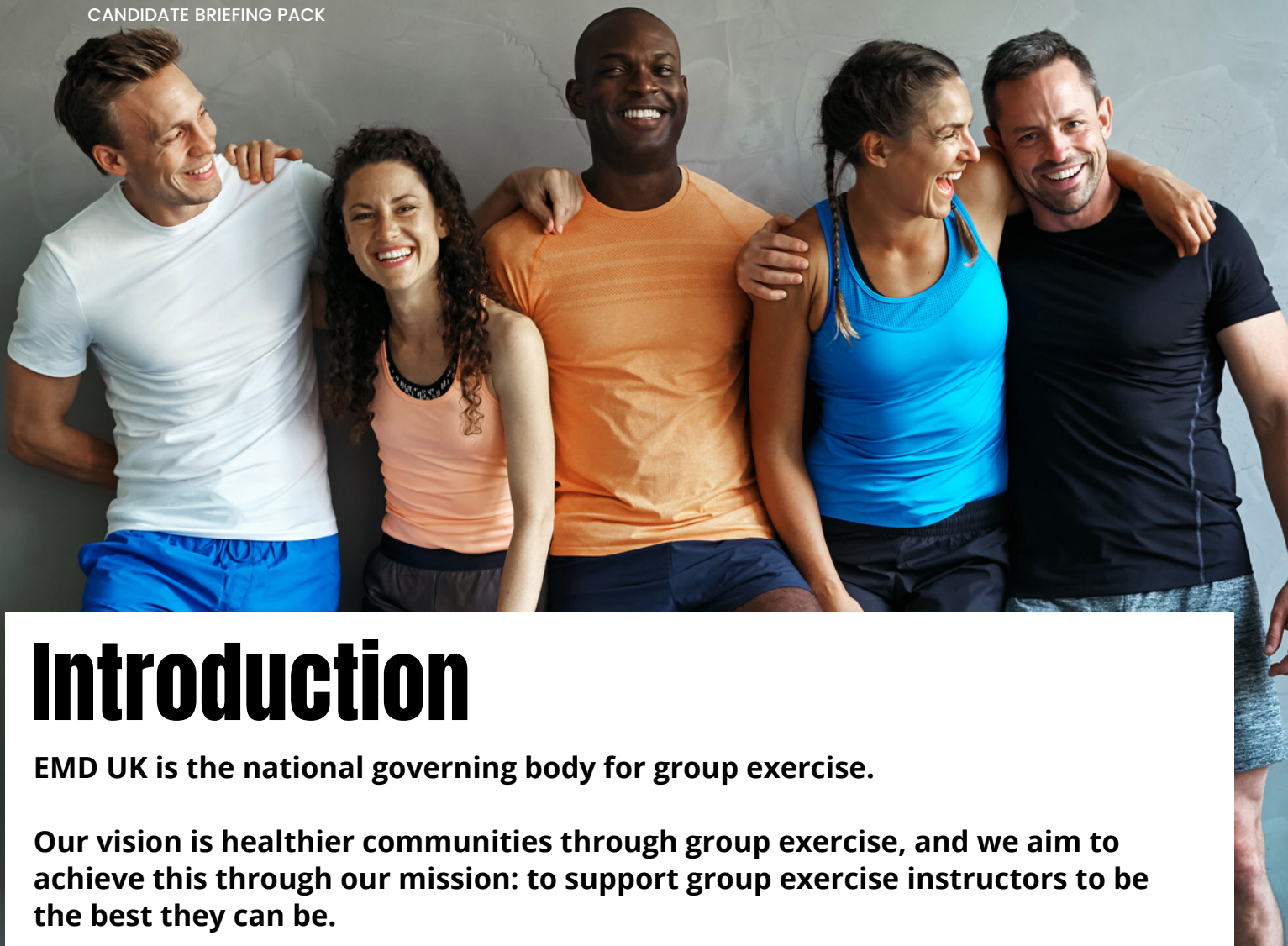


the national governing body for group exercise



**CANDIDATE
BRIEFING PACK**

**MARKETING
EXECUTIVE**



Introduction

EMD UK is the national governing body for group exercise.

Our vision is healthier communities through group exercise, and we aim to achieve this through our mission: to support group exercise instructors to be the best they can be.

EMD UK has undergone significant change over the last two years and now has a much higher profile, membership numbers and credibility across the physical activity sector.

The board has recently approved a new five-year strategy which focuses on instructor engagement, instructor quality, social impact, reputation and influence. A key driver is delivering growth within the group exercise sector by representing both individual instructors and organisations, and collaborating with partners and stakeholders while meeting the following challenges:

- ensure financial and strategic success in a challenging economic climate
- oversee the delivery of a regulatory and governing framework for group exercise instructors in partnership with CIMSPA and Sport England

EMD UK is a non-profit distributing company limited by guarantee, financially supported by Sport England. The organisation's annual turnover is £2m with a large proportion provided by Sport England. We have 23 staff and 12 board directors, and we operate across the country. We have a strong commitment to equality, diversity and inclusion.

The current chair has played a key role in developing the strategy, building the relationship with the sector partners and significantly improving the organisation's governance. We are now seeking a chair who can build on these achievements and:

- create new partnerships within and beyond the fitness sector
- represent the organisation externally alongside the CEO.

Our vision

Our vision is healthier communities through group exercise. We know this can be achieved because of physical, mental and social health benefits that group exercise brings.

Our mission

Our mission is to support group exercise instructors to be the best they can be.

Not only will we support instructors to get qualified and insured but we'll also support them to develop professionally, follow best practice and sustain their businesses in a changing world.

Our role

- 01 To be the leader, influencer, collaborator and coordinator across the group exercise sector with a focus on the instructor workforce
- 02 To be the voice of group exercise, providing advice, support and guidance to the workforce and wider ecosystem to achieve greater collaboration and to create healthier communities
- 03 To create solutions for the problems that instructors face, as well as identify opportunities for improvement
- 04 To raise standards in the group exercise instructor workforce, leading to higher quality experiences for all



Our role in the physical activity world

Sport England's strategy, Uniting the Movement, sets out a vision for sport and physical activity in England: a nation of more equal, inclusive and connected communities; a country where people live happier, healthier and more fulfilled lives. EMD UK's vision and mission closely aligns with this vision and as such we fully support Uniting the Movement.

Sport England has invested in EMD UK as a system partner with two key roles in the physical activity ecosystem:

A systemic role

To connect and influence across the sector.

A governing role

To lead and regulate a discreet and defined part of the system with the ability to shape and influence it.

Our systemic role will increase substantially as we grow our reach and engagement with group exercise instructors. We will adapt and shift these work areas to place more emphasis on tackling inequality. We will also communicate our role in tackling inequalities to external partners.

As a workforce NGB we will focus our efforts on adult instructors. Our role in providing positive experiences for children and young people is to advise and influence group exercise programmes to ensure they meet children's needs.

We are a unique sector, one made up of predominantly micro-businesses and self-employed people who are well placed to have a positive impact on underrepresented communities. Our challenge is to retain and increase the diversity we see across our workforce, and to gather the insight and knowledge to support it, especially as we grow our direct reach.

For our governing role, we will build on our strong relationship with CIMSPA to support workforce regulation for group exercise instructors, in line with the Workforce Governance agenda, the Whyte Review and recommendations of the National Plan for Sport and Recreation Committee. This will provide CIMSPA with our specialist expertise which in turn means better regulation and governance of instructors.

What is This Girl Can Classes?

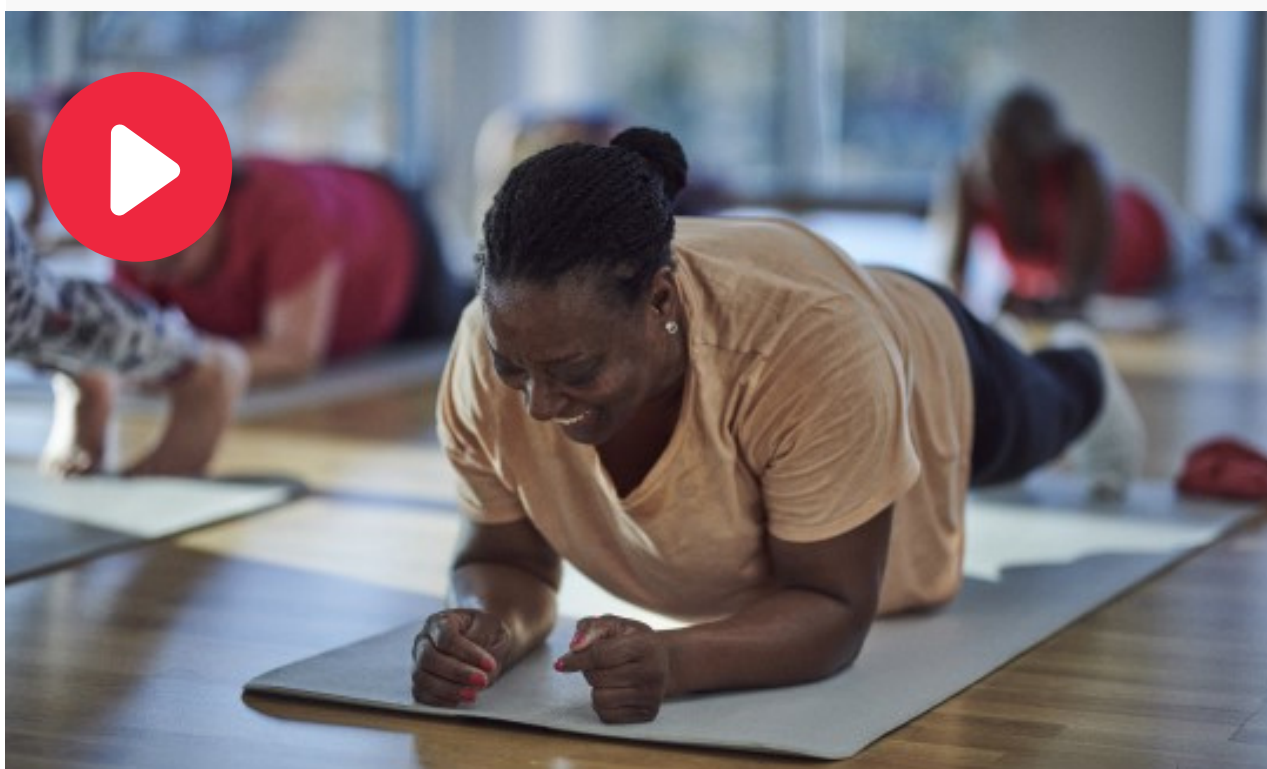
This Girl Can, one of Sport England's most prominent projects, launched in 2015. The initiative aimed to increase the number of women regularly participating in exercise, which in 2014 was 1.75 million fewer than men in the UK.

The campaign has successfully persuaded nearly three million women to get more active. It also 'celebrates active women who are doing their thing no matter how they do it, how they look or even how sweaty they get.'

This Girl Can's insight found that 75% of women wanted to be more physically active but had barriers that stopped them. The largest unifying barrier for women was the fear of judgement. EMD UK, the national governing body of group exercise, has been working in partnership with Sport England to reduce this barrier with our new This Girl Can Classes.

The classes, operated by EMD UK and funded by Sport England and The National Lottery, are specifically designed to create a behaviour change for less active women or those returning to exercise after a break. These local classes will be a steppingstone into regular classes and will build fitness, confidence and ability.

Click below to play our This Girl Can Classes video for a real feel of the classes.



The role of Marketing Executive

You'll report to:

Marketing Manager

Your salary band:

£18,500–£27,500 pa pro rata

Your contract:

Permanent, part-time (24 hours per week)

Your office:

Hybrid – 2–3 days based at EMD UK office in Horsham



Your job purpose

To support the delivery of This Girl Can Classes marketing and communications activity across all social media and digital platforms. You will actively help get more women into physical activity!

Day-to-day, this looks like:

- Oversee This Girl Can Classes social media accounts
- Develop fresh content in line with trends for follower growth and engagement
- Plan and manage social media campaigns to support the needs of the project and the audience it serves
- Work with external agency to audit and analyse social media presence, including digital advertising cost and return
- Seek out promotional opportunities for This Girl Can Classes, such as events attendance, interviews, magazine articles, etc
- Work closely with the Sport England This Girl Can team and the internal workforce to drive the project forward
- Attend industry networking events and expos to get a real feel for the industry
- Any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive.

Key competencies

Essential

- 3+ years marketing experience
- Experience of managing social media accounts and creating content based on audience demographics
- Passion for keeping on top of emerging social media trends
- Competent copywriter
- Excellent communication and interpersonal skills
- Excellent organisational and time management skills
- Ability to negotiate and influence key stakeholders
- Ability to meet deadlines and work under pressure
- Ability to work as part of a team
- Ability to be flexible, adaptable and follow procedure
- Ability and willingness to travel throughout the UK and to work evenings and weekends as required
- Competent IT user across Microsoft Office applications

Desirable

- Passion for physical activity sector
- Knowledge of physical activity campaigns
- Passion for getting women active through exercise

This job description is not to be regarded as exclusive or exhaustive. It is intended as an indication of the areas of activity and can be amended at any time in response to the changing needs of the organisation.



Being part of Team EMD UK

We want to enable you to thrive in our work culture. You can benefit from:

- 25 days annual leave plus bank holidays
- Your birthday off!
- Pension scheme
- Flexible working
- 30 minutes every day to exercise your way
- Employee Assistance Programme and Helpline
- Discounted gym membership
- Healthcare scheme
- Life insurance
- Childcare contributions
- Savings on holidays, theme parks, retail discounts, and attractions
- Two days per year to volunteer for causes close to your heart
- Cycle2Work scheme
- Teambuilding days



How to apply

Complete the following documents:

- EMD UK Employment Application Form
- EMD UK Diversity Monitoring Form
- A personal statement on how you match this role

Please send all completed documents via email to alex@emduk.org

Closing date for applications is 9.00am on Monday 10 April 2023.

Interview date: TBC

We encourage and welcome applications from all people, regardless of background, ability and circumstances.

Reasonable adjustments will be made during the recruitment process, on request.

For an informal chat about this role, please contact Sarah Leeves, Marketing Manager, on sarahl@emduk.org.





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