

About AAT Events

AAT Events Ltd. is part of a group of companies and brands in mass participation sports events.



Our mission is to inspire, motivate and engage people of all ages and abilities in outstanding sporting event experiences that create a lasting legacy of physical health and wellbeing in their lives.

All of our work in event conception, development and delivery is led by our vision of a culture where every person in the UK can take part in an inclusive, organised event that supports their health and wellbeing. We see event experiences as a way to motivate and inspire, whilst connecting people with venues, locations and the outdoor environment that they may not otherwise enjoy. We aspire to be not only the busiest mass participation sports events organiser in the UK, but the most respected, thereby helping to raise the quality of event experiences across the industry.

Since our establishment in 2013, we have grown from managing a local events portfolio of popular park-based 10Ks into the busiest mass participation sports company in the UK. Behind every development, one new event or venue at a time, we have applied our mission, vision and principles to a long-term strategy.

Alongside our own events programme, we manage and deliver events and timing services for more than 50 charities, running clubs and commercial organisations ranging from children's triathlons to cross-country running championships.

In 2022 and beyond, we will be rebuilding a leading portfolio of events following the Covid19 pandemic.

About the Role and Working at AAT Events

As we continue to grow in both our own event development and delivery on behalf of our clients, we are seeking an outstanding individual to join our small team working from our premises in Marlow, Buckinghamshire with some remote working at events in Surrey, London and Berkshire.

This new role will bring together all elements of our marketing and social media activity for all brands to engage with our participants and the public. Complementing the existing team, the role will focus on continuing to develop our brand identities, lead day-to-day marketing activity and drive sales.

If you're excited by working in a fast-paced organisation, where attention to detail and the highest standards of customer service are at the heart of creating rewarding live event experiences, we'd like to hear from you.

We think of our working week in two parts; Monday – Friday with flexible hours and Saturday – Sunday delivery of events with a time-off-in-lieu system.

We don't discriminate for any reason, including race, sex, religion, age, national origin, marital status, disability, genetic information, sexual orientation, gender identity or appearance – either in providing employment opportunities and benefits or in our day-to-day work.

Job Description

Job Title	Marketing Coordinator
Location	Marlow, logistics warehouse and office, and remotely, plus event locations in London, the South, the Midlands and elsewhere in the UK
Salary	£18,000 – £22,000 per annum
Status	Permanent
Hours and Flexibility	Full time, 37.5 hours per week, Monday – Friday with some essential event weekend days, where time off in lieu offered.
Holidays	25 days per annum

Purpose of Role

- To contribute to and deliver a marketing strategy for each brand
- Perform day-to-day marketing and social media activity
- Deliver and refine individual large event marketing plans
- Report on marketing budgets for specific campaigns
- To be the lead point of contact for project managers for marketing and communications activity

The Marketing Officer will:

- Create and maintain content, both copywriting and imagery, for event listings on our own websites and our listings and entry platform partners including Let's Do This, Find a Race, Runner's World and Racecheck
- Plan and create content for the communications journey for participants entering events
- Plan marketing activity for each event, including utilisation of all social media channels, print, online advertising and promotion via partners
- Lead social media advertising planning for all events, including setting and monitoring budgets, and performance monitoring
- Create general marketing content and deliver activity, including articles, film content, competitions and incentivised research, to engage our existing audience of runners between events and to attract new participants

- Social media channel monitoring, engagement and responsiveness as part of the communications team
- Responding to queries from runners by email, phone and social media
- Coordinate event photography for both participant-purchase photography and in-house documentary, helping to ensure affordable participant photographs and vibrant content for our social media channels and website listings
- Contribute to the overall marketing and digital strategy, be a committed brand guardian and representative of our brands both online, on the telephone and in person.

General

- Contribute to broader organisational and event operations decision-making
- Conduct research to inform strategic and operational business decisions
- Contribute to team meetings and update colleagues and partners on all general progress as appropriate
- Financial administration, budgeting and record keeping within business systems
- Provide feedback on event delivery team performances, identify areas of training and development for individuals and identify talent
- Hold an event delivery role at each of our major events when all team are required.

Person Specification

It is essential that the postholder will have:

Excellent written and spoken communication skills

Advanced skills in either or both Microsoft and Apple operating systems and positive approach to learning new software skills

Proficiency in budget monitoring

Marketing and social media experience in a previous role

Experience of working in or leading teams at outdoor events

Knowledge of the recreational running, triathlon and professional athletics industry

Understanding of sales and marketing principles, and be able to empathise and connect with our diverse audience

Confidence to manage multiple, complex tasks and conflicting priorities, maintaining a positive approach under pressure

Flexibility in working hours with some weekend or evening work essential

A full and valid driving license for use in the UK.

The ideal candidate will have:

Experience of online advertising, analytics, paid use of social media

A passion for people and physical activity, thriving in an events environment

Experience of taking part in mass participation sports events

How to Apply

Send us a covering letter, CV and a completed Equal Opportunities form by 5pm on Tuesday 4 January 2022.

Tell us in your letter why you'd enjoy this role and what interests you about delivering mass participation sports events. Your CV should be no longer than two pages and should clearly demonstrate your relevant skills and experience.

Make sure you supply a phone number, email address and postal address, and confirm that you have the legal right to work in the UK.

Please ensure that you include details of two referees and their contact details – we won't contact them before checking with you.

Send the CV and covering letter to hello@aat-events.com with the subject line Marketing Coordinator Recruitment.

Candidates selected for interview will be informed by Thursday 6 January 2022. Interviews will be held in online, between Friday 7 – Wednesday 12 January 2022.

For any queries about the role or this recruitment, contact Craig Thornton by email craig@theraceorganiser.com. If you'd rather talk on the phone, just request a call.

Data Protection Statement

Any personal data submitted to AAT Events in the course of this recruitment process will be held securely and processed solely for the purposes of recruitment. It will be held for the duration of the recruitment process only, or if employed by AAT Events, for the duration of the contract of employment and to fulfil the statutory, or recommended, retention periods when no longer an employee of AAT Events. We comply with data protection legislation at all times.

Equal Opportunities Monitoring Form

AAT Events is committed to offering Equal Opportunities in employment.

To ensure that discrimination on the grounds of race or sex, or disability is avoided, applicants are asked to complete this form and return it as the point of submitting their CV and covering letter.

Information collected will form a confidential, anonymous statistical record which will not be used for any purpose other than ensuring Equal Opportunities in recruitment and employment were offered.

Post applied for:

Date of Birth:

Please indicate which of the following most accurately describes you:

Gender Identity

I identify as: Female Male Prefer to self-describe Non-binary

Ethnic Group

- I am White – British
 Other White Background
 Black or Black British – Caribbean
 Mixed – White and Black Caribbean
 Black or Black British – African
 Mixed – White and Black African
 Other Black Background
 Mixed – White and Asian
 Asian or Asian British – Indian
 Other Mixed Background
 Asian or Asian British – Pakistani
 Other Ethnic Background
 Asian or Asian British – Bangladeshi
 Chinese or other Ethnic Chinese
 Other Asian Background

Disability

Definition: The Disability Discrimination Act 1995 defines a disabled person as one who has physical or mental impairment which has substantial and long term adverse effect on their abilities to carry out normal day to day activities.

Do you have a disability? Yes No

If yes, what is the nature of your disability?

.....