

# Recruitment Pack

## Marketing Executive



## A message from our Chief Executive

Hello and thank you for your interest in joining Team UKSA.

UKSA is a Best Companies maritime youth charity and world-renowned training centre of excellence. We inspire

and support children and young people to broaden their horizons through inspirational water-based adventures, education and training for careers at sea.

People are important to us, and we wouldn't be who we are and where we are without our amazing team of staff. At UKSA we are a community, and our people are our greatest asset. UKSA belongs to all of us, and we recognise and celebrate performance and welcome new ideas and thoughts.

We believe all young people have a need but there are those that require greater support. We know that many children and young people are missing out on life-changing opportunities because schools, local authorities and parents simply can't afford to pay for them. Our outdoor learning programmes on the water are the antithesis to this.

In conjunction, we know that a career at sea can provide a life of adventure for those who are inspired to follow this path. We support all students with an aspiration for a long-term career in maritime. Our aim is to remove both financial and social barriers to enable students from any background to be able to access UKSA programmes. We want everyone to achieve their best and gain life-changing experiences, qualifications, and careers.

If we sound like the place you want to be, and you are ready to make a difference, we would love to talk to you.

## Ben Willows

### UKSA Chief Executive Officer



## Safer recruitment policy:

UKSA practices safer recruitment. It is the policy of UKSA to safeguard children and young people taking part in UKSA activities and training from physical, sexual or emotional harm. Our approach also applies to vulnerable adults.

Due to the nature of the activities undertaken at UKSA you will also be required to undergo additional vetting and barring checks. All information you provide will be treated as confidential and managed in accordance with relevant data protection legislation and guidance. You have a right of access to information held about you under the current Data Protection legislation.

## The role:

# Marketing Executive

### Terms of employment

<b>Salary</b>	£30K-£35K DOE	<b>Contract Type</b>	Permanent
<b>Closing date</b>	07/04/2025	<b>Reporting To</b>	Ben Clark – Head of Digital Marketing
<b>Interview</b>	W/C 14 <sup>th</sup> April	<b>Working hours</b>	37.5 per week
<b>Annual Leave</b>	25 days plus BH	<b>DBS</b>	Enhanced
<b>Pension</b>	Employee contribution of 5% Employer contribution of 3%	<b>Notice period</b>	1 week during probation, 4 weeks after

# Job Description

**Key Purpose:** Using marketing data, customer insights and course knowledge, the Marketing Executive is responsible for the development of messaging and content, to differentiate and support sales of the UKSA core course portfolio.

As an expert in developing and optimising content across digital channels and campaigns, the Marketing Executive will be responsible for the daily updating of the website, creation of email campaigns and digital initiatives including webinars and other online engagement activities.

## The Marketing Executive is responsible for:

### 1. Message and narrative development

- Work with the Operations and Sales teams to develop a compelling narrative for the core UKSA course portfolio, to support sales and differentiate from competitor offerings.
- Interpret marketing and customer data and apply key findings to the development of the website and marketing materials.
- Conduct regular competitor analysis, identifying strengths and weaknesses to enhance course positioning and differentiation.
- Analyse target customer groups, understanding their needs and challenges to support the development of campaign strategies.

### 2. Website

- Proactively update and develop content across the website, creating an informed and intuitive customer experience, that supports sales growth.
- Build engaging, targeted, search engine optimised and on-brand web pages.
- Establish a content maintenance and quality assurance process, ensure content is updated and accurate at all times.
- Make updates and fix common problems, such as broken links and redirect loops.
- Work with the web and CRM partners to identify and deliver technical developments.

### 3. Content creation

- Play a significant role in the content creation process, to support the sales of the core UKSA course portfolio. Provide expertise to develop materials including emails, videos, blog posts, news articles and slide presentations.
- Capture content from UKSA students and stakeholders, including images, video and testimonials.

### 4. Marketing initiatives:

- Plan and develop customer engagement journeys, to support booking conversion and reduce dropouts. Utilising marketing automation where possible.
- Using email marketing tools and templates, create emails to support campaign delivery and conversion.
- Working with Operations, Sales and Alumni, develop and manage a UKSA course webinar series, to support booking conversion.
- Support the delivery of open days and related events, maximising opportunities to collate content for the website and social channels.

## Additional general responsibilities:

- Comply with and promote UKSA equality and diversity, data protection, health & safety and all other relevant policies and procedures.
- Demonstrate a duty of care of your own health and safety and that of other employees, co-workers, customers and other UKSA personnel.
- Promote the Vision, Purpose and Values of UKSA.
- Take responsibility for your own performance and development by preparing for and taking part in 1-1 reviews and appraisals with your manager.

## We are UKSA

Based in Cowes, the hub of UK yacht racing on the sunny Isle of Wight, we are lucky enough to have a beautiful 4.5 acre home right on the water's edge.

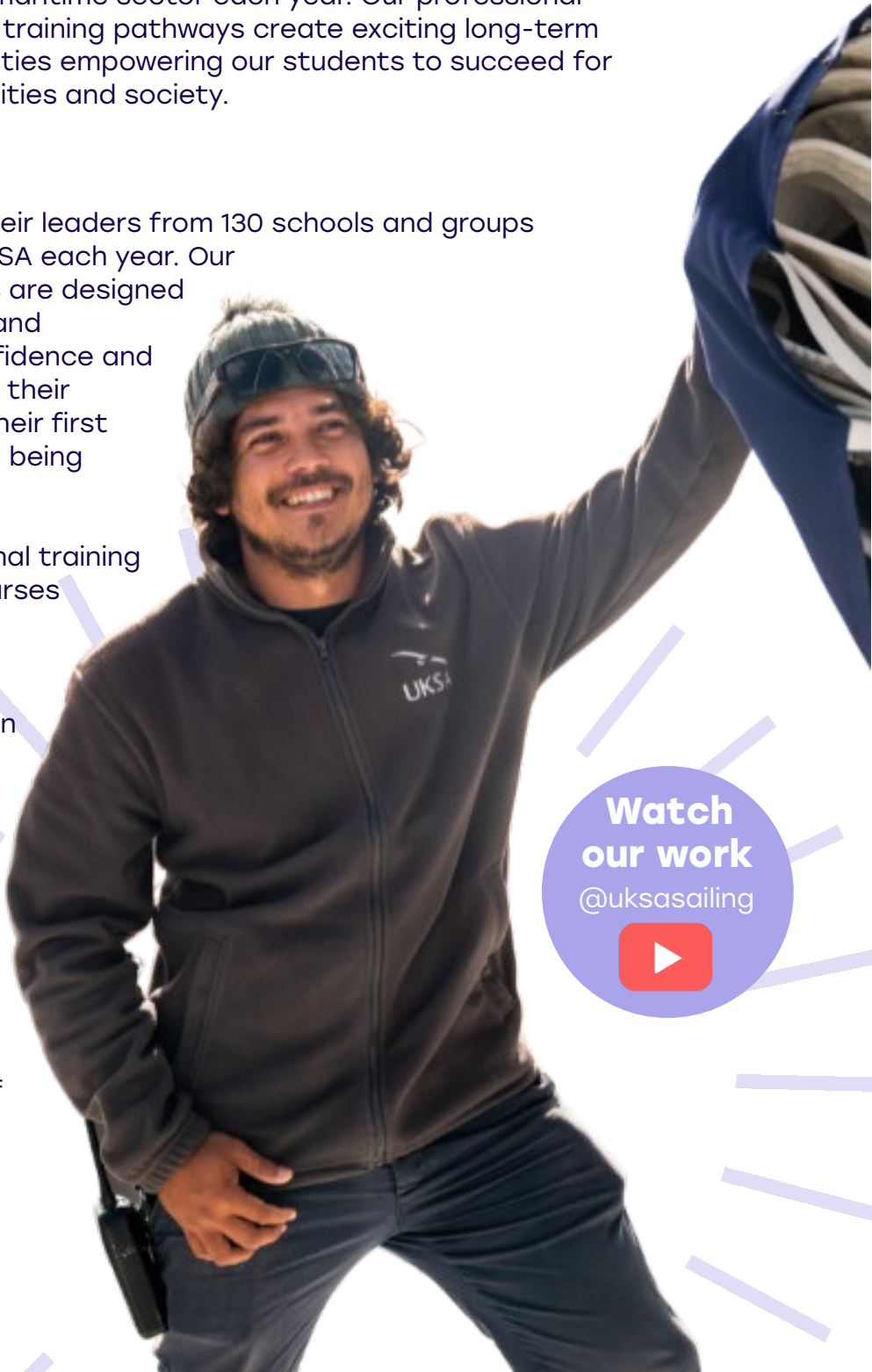
We welcome over 11,000 beneficiaries each year, providing adventures for children and young people and training professional career students to work within the growing global maritime sector each year. Our professional education, mentoring and training pathways create exciting long-term maritime career opportunities empowering our students to succeed for themselves, their communities and society.

## Our impact

Over 8,000 children and their leaders from 130 schools and groups across the UK come to UKSA each year. Our water-based programmes are designed to increase children's life and leadership skills, build confidence and encourage teamwork with their peers. For many, UKSA is their first experience of the sea and being away from home.

Our world-class professional training and further education courses provide an alternative to university. We provide vocational training and qualifications for careers in the maritime industry. We are the world's largest RYA training centre and widely recognised for both our RYA and MCA training courses.

As a charity, we also provide a wide range of funded programmes to help transform the lives of those who need it most.



Watch  
our work

@uksasailing



# Person specification

## Key responsibilities and duties

Person Specification		
Knowledge & Experience		
1	A proven track record of using data and insight to develop differentiating and impactful marketing narratives.	E
2	A proven track record of writing clear, concise and optimised web and digital copy for a wide range of audiences.	E
3	Experience in editing and developing website content using a content management system (CMS).	E
4	An applied understanding and experience of content design and SEO best practice.	E
5	Experience of using digital tools to create high quality video and photography.	E
6	Experience of using analytics, monitoring and reporting tools to inform content planning and creation.	E
7	Experience of establishing and using content maintenance and quality assurance process to manage marketing content.	E
8	Excellent copyediting and proofreading skills.	E
9	Experience of using email marketing tools to create and distribute marketing emails.	E
10	Experience of develop customer engagement journeys and marketing automation.	D
11	Experience of working with web and digital agencies to develop website and CRM functionality.	D
Qualifications		
1	Bachelor's degree qualification or equivalent level professional qualification.	E
2	GCSE English & Maths or equivalent.	E
3	Digital marketing, marketing, communications qualification.	D
4	Clean driving licence	D
Skills		
1	Proficient in using CMS, preferably WordPress.	E
2	Proficient in using digital tools including Filmora, Adobe After Effects/Creative Suite & Canva	E
3	Attention to detail.	E
4	Creative, innovative thinking and practiced problem solver.	E
5	Excellent communication and interpersonal skills, with a can-do attitude.	E
6	Excellent organisational skills and the ability to prioritise a busy workload, keep to externally and internally imposed briefs and deadlines and multitask.	E

This job description and person specification is not exhaustive, and reasonable flexibility is expected to meet the changing needs of the business; it will be reviewed and may be updated from time to time in conjunction with the post holder

## What we offer



**Flexible working**



**Travel discounts**



**Group life insurance**



**Birthday day off**



**UKSA discount store**



**Pension**



**Protecting your health**



**Long service rewards**



**Cycle to work scheme**



**Celebrating success**

## Useful information

### Where are we?

Our main site is located in Cowes on the Isle of Wight. We're easily accessible from the mainland, with a regular ferry service that takes just 25 minutes to cross the Solent from Southampton. Our campus is based along the River Medina and is a 15-minute walk from the ferry terminal, or a short taxi ride.

### Address

UKSA, Arctic Road, Cowes, Isle of Wight, PO31 7PQ, UK



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### Safeguarding

UKSA practices safer recruitment. It is the policy of UKSA to safeguard children and young people taking part in UKSA activities and training from physical, sexual or emotional harm. Our approach also applies to vulnerable adults.

### Right to work

UKSA take employment law requirements seriously and will therefore no longer accept passports or national identity cards from EU, EEA and Swiss citizens. Instead, citizens of those countries will need to prove to UKSA that they have been granted status under the EUSS or another immigration category before they can commence work. Checks on physical documents still need to be completed for UK and Irish nationals (who can use their passport as proof of right to work) and for individuals in the UK who do not hold a digital immigration status.

### Data privacy

UKSA will adhere to the principles of the UK's implementation of the General Data Protection Regulation (GDPR) 2018. UKSA views privacy from the data subject's (your) perspective. Where we collect information, we are doing so in order to offer you better services, both on the website and in the rest of our operations. We will hold some of the information you give us in our Customer Relationship Management database and associated spreadsheets. We will ensure that these are secure and can only be accessed by authorised people.

### Equal Opportunities

UKSA is an equal opportunities employer and welcomes diversity amongst its employees. We are committed to a comprehensive policy of equal opportunities in employment, in which individuals are selected and treated on the basis of their relevant merits and abilities, without regard to their race, religion, or belief, colour, sex, age, national origin, disability, pregnancy, or maternity status or sexual orientation and are given equal opportunities within the charity.



# Apply now

Closing date: 7<sup>th</sup> April 2025

Interviews: W/C 14<sup>th</sup> April 2025

## Shortlisted applicants will be invited to

First stage interview

Second stage written test

## What next?



Complete the application form  
[Download here](#)

Email it to  
[recruitment@uksa.org](mailto:recruitment@uksa.org)

We will review your application  
and be in touch with you soon

