

My Job: Sexual Health Marketing Executive



Deliver a range of Marketing activities to ensure effective delivery against plans to support Turning Point's Sexual Health services.

WHAT I AM ACCOUNTABLE FOR:

1. Coordinate and prioritise marketing requests across sexual health services.
2. Assist in planning and delivering creative campaigns across digital and print platforms.
3. Produce branded content including social media, video, photography, posters, and leaflets using tools like Canva
4. Ensure all content aligns with each service's tone of voice, brand guidelines, and accessibility standards.
5. Develop engaging content for social media platforms and assist with email campaigns.
6. Enhance website content for accessibility, SEO, and user experience.
7. Collaborate on outreach activity promotion, conduct audience research, and liaise with partners and other services.
8. Contribute to strategy with insights, report on performance, and escalate key issues.

HOW I OPERATE:

Values Led Leadership

1. I am customer orientated and always incorporate the people we support into my ideas
2. I am proactive, organised, and methodical, with great attention to detail
3. I am positive, agile, and resourceful and take a hands-on approach
4. I am collaborative and comfortable to work with a wide range of people across the business
5. I manage my time well and know how and when to escalate any perceived challenges or issues
6. I am confident to ask questions and like to learn
7. I enjoy working with data and analytics, and can use insight to identify opportunities to improve
8. I'm happy to get stuck in with the task ahead

WHAT I NEED:

Skills & Knowledge

1. A working knowledge of digital and printed marketing
2. Experience in producing content for social media, email marketing, website, posters and leaflets
3. Confidence in copywriting and content creation, with experience in developing messages and formats across a range of channels and audiences
4. Experience working with brand guidelines and accessibility standards
5. An ability to turn ideas into effective campaigns
6. High degree of competency using MS Office and experience using Canva
7. A passion for supporting people to access sexual health and wellbeing support