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| **Job title** | Sexual Health Marketing Executive |
| **Sector/Function** | Public Health and Substance Use |
| **Department** | Marketing |
| **Reports to** | Sexual Health Marketing Manager |
| **Grade** | Grade 3 - Standard |

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| **Job purpose** | The Sexual Health Marketing Executive supports the Sexual Health Marketing Manager in delivering creative, multi-channel campaigns that raise awareness and drive engagement across Turning Point’s sexual health services. This role involves coordinating service requests, creating content across platforms, and conducting insightful research to improve service visibility and inform strategies, all with the aim of connecting communities to vital sexual wellbeing support. |

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| **Key accountabilities** | **Coordination Support and Delivery*** Support the coordination of marketing requests by working with services to prioritise and manage projects effectively
* Assist in planning and delivering creative campaigns across digital and print platforms
* Produce branded content including social media, video, photography, posters, and leaflets using tools like Canva
* Ensure all content aligns with our tone of voice, brand guidelines, and accessibility standards

**Digital Content Development*** Create engaging social media content aligned with key messaging and trends across Instagram, TikTok, Bluesky, Facebook, LinkedIn, and YouTube
* Support website content enhancements for accessibility, SEO optimisation, and user experience
* Assist with targeted email campaigns for service users and professionals

**Community Engagement Collaboration*** Work with service teams to promote outreach activities and attend events
* Conduct desk-based and in-person research to identify target audiences and how best to reach them
* Liaise with local authorities, services, and healthcare professionals to distribute communications

**Strategy, Insights and Reporting*** Support strategy development with data driven and research based insights
* Report on campaign performance and effectiveness
* Escalate issues and share relevant findings with the Sexual Health Marketing Manager

This is an execution-focused role (80%) with space for creative input and collaboration on broader content strategy (20%). |

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| **Dimensions** | Marketing Team | Sexual Health Marketing Manager – to support with services’ marketing requests and inform the wider marketing team of department activities  |
| Internal stakeholders | Sexual Health services: to advise on Marketing support at a local and service level and coordinate resourceExternal Affairs: to gather information to help identify new external visibility and press opportunitiesInvolvement: to identify ways to involve service users in the development of marketing materials across various formats |
| External stakeholders | * Service users/potential service users
* External Agencies including creative, media, content
* Commissioners
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