

Marketing Manager – Sports and leisure

Reports To

The Marketing Manager will report to the Parish Clerk.

Job Overview

The Marketing Manager will be tasked with increasing use of the Multi Use Games Area (MUGA) that is currently an underused facility. A key part of this role will be to establish activities that are accessible to all members of the community including minority groups. This role will help Glapwell Parish Council achieve its goal of encouraging healthier lifestyles for a broader range of its community members who would otherwise not use the facility.

Responsibilities and Duties

- Conduct a feasibility study into MUGA development project ideas.
- Establish productive links with interested parties including other Councils, wellness groups and sports associations.
- Organise community-based events to promote the facility.
- Investigate the use of volunteer networks for start-up clubs.
- Devise an effective marketing campaign using both traditional and social media outlets.
- Investigate the use of online tools and Apps to link players to the facility.
- Submit timesheets as requested and report progress to the Parish Clerk at regular intervals.
- Increase revenue of the facility
- Act as keyholder cover, if necessary, to provide access to the MUGA.

Qualifications and skills

- Minimum Level 2 Maths and English
- Good level of IT skills including using Windows Office Suite, social media and Apps.
- Experience of working in a sales, marketing, media or public relations environment
- Ability to work independently

- Excellent communication skills both written and verbal
- Access to a PC/laptop and the internet

Hours of work: 5 hours per week

This position is home based with hours being flexible, although it is envisaged a proportion will need to be carried out during office hours with the possibility of weekend or evening work if community events necessitate. You will be provided with a mobile phone for work use. You should have access to a computer and the internet.

This job will be subject to a satisfactory probation period of 3 months.

Salary: National Minimum Wage

To apply submit a CV and supporting statement telling us why you would be suited to the position. When writing your personal statement please refer to the person specification and include evidence of the skills asked for in your application.

Please note Glapwell Parish Council are currently recruiting for two positions, Marketing Manager and Grounds Person both related to the Multi Use Games Area. We welcome applications from individual candidates for both positions. In the case of one candidate being appointed for both positions then duties would be combined into a ten-hour position.

Send completed application to glapwellpc@outlook.com

Closing date:

Person Specification

Marketing Manager – Sports and leisure

Criteria	E or D*	S or I**
Education		
Level 3 Maths	E	S
Level 3 English	E	S
Knowledge, skills and experience		
Experience of Sales, Marketing, Media or Public Relations	E	S
Experience of researching and sourcing information	E	S/I
Experience of using Microsoft Office suite (or equivalent) and e-mail	E	S
Experience of using apps and social media, including Facebook and Twitter or willingness to learn how to do so	D	S/I
Experience of organising events	E	S/I
Ability to communicate, verbally and in writing, to a wide variety of audiences	E	S/I
Experience of conducting risk assessments	D	I
Ability to quickly establish and develop effective relationships with key stakeholders	E	I
Ability to devise appropriate marketing messages to diverse user groups	E	S/I
A proactive approach with the ability to generate new ideas	E	S/I
A self-starter who focuses on generating opportunities and outcomes	E	I
Ability to work remotely and independently	E	S/I
Ability to work with other team members to manage bookings	E	S
Other		
Provide access as keyholder to facilities to cover holidays/sickness	E	S
Has access to computer and internet	E	S
Flexible approach to hours worked	E	S/I
Standard DBS check	E	S
*E = Essential criteria D = Desirable criteria **S = Short listing criteria I = Interview criteria		