



wave
Live life

Wave Leisure Trust
"Inspiring Active Lifestyles"

Job Description

Job Title:	Marketing Manager
Reporting to:	Head of Marketing
Based at:	Downs Leisure Centre, Seaford
Hours:	39 per week
Salary:	£30,000 per annum

Background

Wave Leisure Trust Ltd is a Charity and Social Enterprise with a Purpose of "Inspiring Active Lifestyles" and a Vision; "To be at the heart of the improvement of health and wellbeing in our Communities".

Formed in 2006, Wave is recognised as an award-winning Trust, managing nine leisure facilities and the Newhaven Fort along with providing a vast range of activity programmes and outreach initiatives.

Supporting well over 1 million active customer visits on an annual basis, Wave ensures all surplus revenues generated from activities are reinvested back into the community in the form of facility developments and refurbishments, employment opportunities, new programmes of activity or outreach initiatives.

Working across a range of sectors including Sport and Activity, Education, Public Health and Adult Social Care, Wave helps people of all ages and ability levels to be active, how they want, where they want, when they want.

The Post in Context

The Marketing Manager will report to the Head of Marketing who, in turn, reports to the Chief Executive Officer. The Department has a budget of approximately £140,000 and a total of six core team members.

Wave has a busy and innovative marketing team, with three team members recruited in the last year. The team are driven by strategy and taking Wave forward, making us relevant and forward thinking in the digital age and we're now looking to recruit a Marketing Manager to help take our team and work to the next level.

The post holder will be responsible for supporting the Head of Marketing in planning and delivering effective and engaging marketing campaigns and projects to Wave's diverse range of key targets, stakeholders and influencers; in the right format and at the right time.

An experienced marketer, the Marketing Manager will be responsible for delivering certain projects on their own, with the insight of the Head of Marketing where necessary, as well as working with members of the team to ensure other projects are delivered on time and effectively. The Marketing Manager will sign off materials produced by the executives in the team and assist them with advice and guidance on their projects.

The post holder will be adept at juggling multiple projects and a busy workload, problem solving and creative solutions and creating cross-departmental relationships. It's vital that the successful candidate is confident when presenting work to key stakeholders.





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A balance of creative and analytical, the applicant should be experienced at all levels of campaign and project work, from initial idea and concept to reporting on and assessing the results. We are a small team covering all marketing avenues, both off and online, and the Marketing Manager will be expected to be able to work across all of them. Including but not limited to: poster campaigns, printed collateral, social media, web and mobile, SEO, paid digital media, OOH, events, experiential and merchandise. A broad role, the postholder should be able to view a campaign as a whole, plan out activity across all channels and look for advice or support in specialised areas where necessary.

Purpose of Post

The Marketing Team at Wave is fast paced and growing rapidly, the purpose of the post is to work with the Head of Marketing to ensure that we continue on a path to being digital-first and that all of our work is strategic. There are a number of key projects which the postholder will own, delivering them in their entirety, as well as deputising for the Head of Marketing in day-to-day planning, signing off of work and ensuring the other members of the team reach deadlines effectively.

Primary Objectives of the Role

Project Work

1. **Newhaven Fort Marketing**
Cloaked in mystery and protected by its impressive ramparts, Newhaven Fort has been keeping secrets safely hidden for almost 150 years. This extraordinary structure welcomes visitors to discover its fascinating and surprising past and help to celebrate and forge its exciting future. Having recently taken the marketing of the Fort inhouse, the Marketing Manager will be responsible for all marketing and the marketing budget.
2. **East Grinstead Sports Club Marketing**
Wave is responsible for the operations at East Grinstead Sports Club, working closely with the Board of Trustees there. The Marketing Manager will be responsible for the marketing of the Club and the marketing budget there.
3. **Sport Eastbourne in Partnership with Wave**
Wave is taking on the operations at a number of Sports Eastbourne sites from April 2019. The Marketing Manager will be responsible for the smooth transition of marketing there to Wave and ongoing marketing after launch, as well as the marketing budget there.

Team Management

Day-to-day planning, signing off of work and ensuring team members achieve deadlines effectively:

1. Managing workload, projects and deadlines with the Marketing Executives
2. Checking work by the Marketing Executives and signing off materials
3. Working with suppliers and agencies to ensure continued good relationships with them
4. Working with other departments, to ensure projects are planned and feasible
5. Producing monthly and quarterly reporting with the Head of Marketing
6. Attending meetings as required or requested by the Head of Marketing





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I agree to accept this job description:

Name:

Signature:

Date:

