



Job Title:	Head of Marketing – Maternity Cover, starting October 2019
Reporting to:	CEO
Based at:	Downs Leisure Centre
Hours:	Full Time – Possibility to discuss part time for the right candidate
Salary:	Competitive, dependent on experience

Background

Wave Leisure Trust Limited (Wave) 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 within the Community".

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

Supporting well over one 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, 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 team look after the Marketing for 8 Wave sites, 7 Sport Eastbourne sites, Sky High Trampoline Park, East Grinstead Sports Club and Newhaven Fort. The Head of Marketing reports to the Chief Executive Officer who in turn reports to the Board of Trustees. The Department has a budget of over £150,000 across the sites and a total of 4 full-time and 3 part time staff

As a member of the Business Development Team, the post holder is responsible for the management of 6 staff (Marketing Manager, Social Media and Content Executive, Marketing Executive, Customer Engagement Executive, and two Membership & Sales Advisors). The Head of Marketing also supervises the Marketing Champions, a representative from each site team who helps to ensure good standards at a site level. The post holder is responsible for the management of external marketing agencies and freelancers, including a freelance designer, PPC marketing agency, SEO consultant and PR agency.

The post holder has a responsibility to advise senior staff both internally and externally on communications issues which are sometimes sensitive but rarely controversial, including material that has commercial and political implications. The management of how this information is presented internally and introduced into the public domain requires the post holder to be able to present credibly to a variety of senior internal and external stakeholders including Chief Executive and Business Development Team.

This work has considerable impact on the organisation's external reputation and credibility.



Purpose of Post

Moving into the 2018/19 financial year, the Strategic Priority for the Marketing Team was to make Wave more modern and relevant in a digital age. In response, a digital-first marketer was hired in April 2018 to take Wave on this journey. A maternity cover Head of Marketing is now required to develop and deliver both on-line and off-line marketing and communication strategies and plans and manage marketing and communication work streams and workflow for the marketing team to ensure a planned and well coordinated approach to internal and external marketing across all relevant communication channels.

There will be a heavy emphasis on marketing activity relating to increasing participation, Membership Sales and overall financial performance, there is also a requirement for the Marketing and Communications Strategy to increase awareness across the community and relevant stakeholders of Wave activities and related impacts.

In order to ensure that the organisation’s marketing and communications effort contributes to the organisation’s goals, the post holder will lead and manage the team, applying individual skill sets to support additional ad-hoc communication projects as directed by the CEO.

In addition, the post holder will lead, drive and co-ordinate marketing and communications activity across the company including; advertising (including print, outdoor, radio, digital; social media and pay per click), partnerships, events, e-marketing, web development and maintenance (across all corporately managed websites and content management systems including eCRM) and social media engagement. The post holder will ensure a consistent approach to brand management across Wave sites and will act as the brand ambassador for Wave.

Primary Objectives of the Role

Lead

1. Lead the development and implementation of a successful Marketing and Communication Strategy and Planner for the year which will support the delivery of the income, membership and participation targets of Wave
2. Plan and deliver a range of B2C and B2B marketing campaigns, ensuring the team meet deadlines and work within budget: working from initial idea and concept stage, through design work and copy writing, to final production and briefing of centres/advertisers
3. Design, build and maintain digital media presence: including web, the Wave mobile app, SEO, email, social media and display advertising
4. Assist with the implementation and on-going management of a Company Performance Management Culture, developing and delivering on Performance Indicators and manage team members to deliver results against targets.
5. Lead and guide the business on membership targets and campaigns, aligned to income targets set by the Head of Finance.
6. Measure and report effectiveness of all marketing campaigns and assess against goals (ROI and KPI).

Manage

1. Lead and manage the Marketing Team and supervise the site based Marketing Champions.
2. Manage external multi-media contractors/suppliers and co-ordinate production and design requirements on a range of media, ensuring products are delivered within agreed timeframes and budgets.
3. Manage the memberships team, setting targets and initiatives and ensuring Membership & Sales advisors are placed at the right sites at the right times, motivated and working to the business objectives. Including both normal and corporate memberships and working with the Community & Health Improvement team on community-focused memberships, including Health Memberships.



4. Manage relationships with a suite of external stakeholders including journalists and communications colleagues in Local Government (including Town and Parish Councils), NHS, CCGs, healthcare providers, other health and fitness organisations, interest groups and other key stakeholders.
5. Produce and manage annual budgets, monitoring the financial performance of designated areas of responsibility and the impact of marketing activity.
6. Manage both external and internal marketing channels, including the staff newsletter and other communications to staff.

Engage and inform

1. Ensure the community, partners and key stakeholders are informed of the impact of Wave activities through using communication channels effectively.
2. Engage with customers, including current and potential members, to help achieve sales and retention targets within the business.
3. Manage Wave’s social media suite including but not restricted to; Facebook, Twitter and Instagram good customer service levels and response times.
4. Develop, design and deliver a range of innovative and customer-focused products and promotional materials, branded displays and deliver effective multimedia news products on developments within Wave.
5. Proactively seek communications opportunities that allow Wave to further its key messages.
6. Maintain and promote a responsible approach to confidentiality by working in accordance with GDPR and data protection legislation.

Advise and guide

1. Advise staff, Trustees, and the Chief Executive on innovative communications solutions, house style and use of plain English, to ensure communications are effectively targeted to audiences, delivered consistently, and achieve measurable results.
2. Advise the business, in particular the memberships team, when difficult complaints are escalated. Working on both proactive and reactive statements when incidents or complaints are raised in the public domain.
3. Identify key corporate messages that promote the work of Wave and encourage consistency of messages across the organisation.

Person Specification

Qualifications

	Essential/Desirable	Evaluation Method
A Levels or equivalent.	Essential	Application form
Business studies and/or marketing qualification.	Essential	Application form
Business Degree or equivalent.	Desirable	Application form
Marketing Degree or equivalent.	Desirable	Application form

Education and Training

	Essential/Desirable	Evaluation Method
Good literacy and numeracy skills, which demonstrates an ability to undertake further training.	Essential	Application form/Interview
4 GCSE's Grade A-C including English and Maths or equivalent.	Essential	Application form
Report Writing.	Essential	Application form

Experience/Training

	Essential/Desirable	Evaluation Method
Working/worked in a marketing team.	Essential	Application form
Implemented a marketing strategy.	Essential	Application form
Co-ordinating production of marketing collateral.	Essential	Application form
Written articles, adverts, newsletters etc.	Essential	Application form
Ability to work on own initiative.	Essential	Application form
Working/worked in a sales or sales support role.	Desirable	Application form
Working/worked in a PR or PR support role.	Desirable	Application form
Experience of liaising with other organisations such as graphic designers, publishers, conference organisers and printers.	Desirable	Application form

Knowledge

	Essential/Desirable	Evaluation Method
Digital media SEO/SEM, email/social media) Knowledge of website analytics tools; setting up and	Essential	Application and Interview

optimising Google Adwords campaigns		
Marketing techniques and marketing channels.	Essential	Application form /Interview
Strategic marketing.	Essential	Application form /Interview
PR techniques.	Essential	Application form /Interview
Commercial awareness.	Essential	Application form /Interview
CRM systems.	Essential	Application form /Interview
Social Media.	Essential	Application form /Interview
Sales processes and techniques.	Desirable	Application form /Interview

Other Requirements

	Essential/Desirable	Evaluation Method
Ability to work flexibly and to attend work including evenings and weekends.	Desirable	Interview
Demonstrate awareness of equality issues in the workplace.	Essential	Interview

Competencies

	Evaluation Method
IT literacy – Microsoft Word.	CV/Interview
IT literacy – Microsoft Excel.	CV/Interview
IT literacy – Microsoft Outlook.	CV/Interview
IT literacy – Microsoft PowerPoint.	CV/Interview
IT literacy – Microsoft Publisher.	CV/Interview
IT literacy – Photoshop.	CV/Interview
IT literacy – Design software.	CV/Interview
Ability to use various software products and on line programs.	CV/Interview

Skills

	Essential/Desirable	Evaluation Method
Excellent grammar.	Essential	Interview
Ability to build relationships quickly.	Essential	Interview
Ability to organise and prioritise workload.	Essential	Interview
Creation of marketing material and collateral.	Essential	Interview
Work to tight deadlines.	Essential	Interview
Proof reading	Essential	Interview
Negotiation skill	Essential	Interview