**JOB DESCRIPTION**

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| **Job Title:** | **Marketing Executive** |
| **Reporting To:** | Head of Community and Health Improvement |

**Background**

Wave Leisure Trust Ltd (Wave) was formed in 2006 as a registered charitable company limited by guarantee.The Trust manages eight facilities on behalf of Lewes District Council, East Sussex County Council, and in partnership with Seaford Head School, Ringmer Community College, Priory School and Newhaven Town Council. Recently Wave also acquired Sport Eastbourne sites and East Grinstead Sports Club.

Over the years Wave has had one fundamental and driving purpose of ***“inspiring active lifestyles”*** and as such is determined to deliver to the Vision of being “at the heart of an improvement in health and wellbeing within the community”.

The five key pillars underpinning Wave’s Vision are; Achieving Excellence, Business Sustainability, Engaging Staff and Partners, Customer Choice and Delivering to the Community.

**The Post in Context**

Wave have taken positive steps in developing our site management’s approach to the ‘customer’s journey’. Through investment in facilities, systems and processes we have experienced growth in participation, but it is essential for us to continue to explore new opportunities for investment and partnership, to inspire active lifestyles within our communities.

Marketing and Communications at Wave supports 17 facilities across Wave, Sport Eastbourne, Sky High Trampoline Park, East Grinstead Sports Club and Newhaven Fort to promote participation in activities and services across all Wave brands.

The ideal candidate will work in collaboration with a dedicated marketing agency, Head of Community and Health Improvement and Membership Sales Adviser, to help plan, deliver and report on new members campaigns, as well as customer and members notifications.

There will be a heavy emphasis on digital marketing activity, related to increasing participation, Membership sales and overall finance performance, as well as supporting outreach events to actively promote services and facilities.

The role will include, but not limited to.

**Purpose of the Post**

The Marketing Executive would provide support for the delivery of campaign messaging and relevant communications through both digital and print communications.

Working across all areas of Wave’s business, the focus will be on increasing participation in activity, membership promotion and linking with facility-based teams to ensure that appropriate messaging is being displayed and provided.

**Summary of Main Duties**

**Administration**

* First point of contact for the receipt of marketing briefs from in-centre teams, ensuring information provided is complete and accurate.
* Working with the in-house and external marketing team for Wave, to support planning and programming of messaging.
* Support the identification and creation of relevant content, written and visual, appropriate to various channels of communication.
* Support the development and review of the Marketing Planner with Wave’s in—house and external marketing team.

**Digital Communication**

* Referring to prepared marketing briefs, and liaising across Wave teams, post and maintain content relevant to Wave’s aims and in collaboration with Head of Community and Health Improvement.
* Linked to Wave’s Marketing Planner, provide day to day community activity postings of in-centre activities across social channels, to include identifying or sourcing imagery.
* Respond to messages and queries in social media, linking to Wave teams to create appropriate responses.
* Input and update content within Wave’s websites and App, linking with in-centre teams to ensure accurate provision of information.
* Support the creation and set up of in-house members messaging.
* Support the maintaining of data relevant to various channels of communication, to include CRM for members messaging.

**Offline Marketing**

* Ensure campaign messaging is present in centre, at all times, through posters, banners and flyers as appropriate.
* Support the coordination and provision of resources for outreach activity within centre and out in the community, for the MSA and campaigns team.
* Help identify stories for press opportunities.
* Assist with planning for upcoming events and promotion activity.

**General**

* Working with the marketing team to ensure that work is delivered in a timely manner and to budget.
* Proofread and ensure that content is correct and suitable for the audience.
* Ensure content fits Wave’s house style and is relevant for the channels it is to be prepared for.
* Work with relevant partners and teams across the business to ensure content and campaigns are appropriately signed off.

 **Other Duties**

* To carry out other duties as required.
* To adhere to Wave Leisure Trust’s policies and procedures.

I agree to accept this Job Description.

**Name:** ………………………………………………………………………………………………..

**Signed:** ………………………………………………………………………………………………

**Date:** ………………………….………………………………………………………………………

**PERSON SPECIFICATION – MARKETING EXECUTIVE**

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|  | **Essential** | **Desirable** |
| **Disposition** | * Driven and Enthusiastic
* Can do attitude
* Pro-active
* Team Player
* Interpersonal skills
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| **Experience** | * Working knowledge of marketing concepts and principles.
* Content posting for multiple social media platforms, to include visual and written.
* Knowledge of updating and adding content for websites.
 | * Similar work environment
* Knowledge of Umbrico and Wordpress platforms.
* Experience of content management systems and automated marketing software.
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| **Skills** | * Excellent communication skills
* Excellent copywriting, editing and proofreading skills.
* Proficiency in MS Office to include Word, PowerPoint and Excel.
* Excellent organisational and time management skills.
 | * Knowledge of inDesign and Adobe products for editing.
* Creative editing and creation skills for still imagery and video.
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| **Other** | * To be flexible to the changing demands of the business
* Able to react positively to changes in policy and development into new or improved areas of service activity
* To be able to follow Wave Leisure Trust Policies and Procedures
 |  |