

JOB SUMMARY

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|---------------------|---|------------------|----------------|--------------------------------|-----|-------------------------|-------------|
| Post Title | <i>Sales, Marketing and Social Media Manager</i> | | | | | | |
| Job Family | <i>Business Support</i> | Pay Range | <i>11A - E</i> | Line Manager to others? | Yes | Role profile ref | <i>BS11</i> |
| Service Area | <i>Neighbourhoods</i> | | | | | | |
| Line Manager | <i>Leisure Facilities Manager</i> | | | | | | |
| Location | <i>1Leisure</i> | | | | | | |

Job Purpose

The effective management of the 1Leisure sales, Marketing and Social Media team, through an appropriate management structure. To contribute to the strategic management of the Isle of Wight Council's Commercial Services, increasing income and capitalising on any, and all potential new avenues.

Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)

1. Co-ordinate the recruitment and selection of sales and marketing staff in with accordance Council policy; ensuring that all staff have access to training and continuing professional development.
2. Management of the Sales and Marketing team ensuring that they are effectively deployed at the facilities to maximise the potential for the sales & marketing of One Cards and other leisure activities such as the theatre, events, promotions, and swimming lessons.
3. Overall management of the Digital Marketing activities and all digital content for 1Leisure across all platforms including, but not exclusive to, social media, website, and App.
- 4.
5. Continuously motivate and develop the managed teams; setting goals and working alongside them to ensure targets are achieved and that all officers are achieving their true potential.
6. To prepare, implement, budget and manage annual sales and marketing plans, liaising with the Leisure Management team to agree the promotions and publicity of the activities, entertainments and events to maximise sales opportunities of the 1Leisure facilities.
7. Monitor membership sales, retention and assist with management of income budgets.
8. To represent the IW Council on relevant board or working groups as appropriate.

Knowledge, Skills and Experience

| Role Profile requirements. | Job specific examples. (if left blank refer to left hand column) | Essential | Desirable |
|--|--|------------------|------------------|
| Substantial relevant experience of working in the service area / profession, with evidence of appropriate specialist knowledge of relevant systems, policies, regulations, professional guidelines, and legislation. | <i>A proven experience of a Sales and Marketing management role, whereby the application of policies and professionalism can be proved.</i> <i>Extensive knowledge of social media and practical experience of managing social media accounts/streams in a competent and compliant way.</i> | E | |
| Authoritative knowledge of the specialist work practices, systems, policies, procedures and professional guidelines relevant to the work area. | <i>A demonstrable history of excellence in delivering sales and marketing plans.</i> | E | |
| Relevant experience within a large organisation, delivering similar services, with evidence of specialist knowledge and work responsibilities appropriate to the role. | <i>Experience of working within large organisations delivering a proven sales and marketing plan and results</i> | E | |
| Proven ability to undertake and apply research to inform practice. | <i>Proven history of using relevant market research to improve plans and increase income.</i> | E | |
| Excellent communication and interpersonal skills with the ability to engage effectively with a range of audiences and explain specialist information in a way which a non-specialist can understand. Proven ability to build relationships and engage successfully with the stakeholder community. | <i>The ability to communicate and present to a wide range of internal & external customers, and to be able to effectively market sell the 1Leisure brand</i> | E | |
| Good record keeping, report writing and presentational skills. | <i>Proven ability to maintain appropriate databases, write and present detailed</i> | E | |

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| | <i>membership reports and use appropriate software packages</i> | | |
| Good planning and organisational skills, with proven ability to prioritise and co-ordinate workloads, monitor and evaluate work, to ensure standards, outcomes and deadlines are achieved. | <i>Proven history of excellence in prioritising workloads and delegation of tasks</i> | E | |
| Proven initiative and judgement to identify and resolve problems. | | | D |
| Excellent ICT skills - including use of Microsoft applications and specialist systems which support procedures and record keeping. | <i>Working with current systems utilised by 1lesisure and a thorough understanding of social media accounts, including set up and on-going compliance.</i> | E | |
| Managers possess experience or training sufficient to ensure financial processing and / or budget monitoring is completed accurately. | <i>Experience of budget management</i> | | D |
| Knowledge and experience of contributing to the development of policies, procedures, and practices. | <i>The ability to produce, budget, manage and deliver an effective sales and marketing plan</i> | E | |
| Proven initiative and judgement to research, identify and resolve problems. | | | D |
| Proven ability to cope with conflicting and changing demands through good time management and the ability to work under pressure. | <i>Demonstrable history of effective flexibility</i> | E | |
| Proven ability to manage staff, to monitor their performance and if necessary, take corrective action. | <i>Proven track record of direct line management of a team and also team development</i> | E | |
| Experience of managing projects, which impact the area of specialism. | <i>Proven history of project management</i> | | D |
| Qualifications | | | |
| Role Profile requirements. | Job specific examples. (if left blank refer to left hand column) | Essential | Desirable |
| Educated to level 4 up to first degree standard or equivalent experience in a relevant subject. | <i>A relevant qualification Sales and Marketing to level 4</i> | E | |
| Relevant professional / vocational qualification. | <i>Qualification in business, social media account management qualification or training.</i> | | D |
| Professional registration may be required. | | | D |
| May require relevant certifications including evidence of fluency in English language. | | E | |
| European computer driving licence or equivalent | <i>A standard level understanding including knowledge of word processing and spreadsheets</i> | | D |
| Other Requirements | | | |
| Organisation Structure (optional) | | | |