

LLEISURE

JOB DESCRIPTION

Post No. & Job Title: H669 - Marketing Officer

Grade : Grade 7

Responsible to: Business Manager

Job Objective: Deliver and lead the evolution of the company's Marketing and Communications Strategy ensuring that all communication embodies the company's vision and values

Manage all communications and work of the Marketing Group along with budgets for delivering and developing all marketing activity.

Be the marketing expert providing advice to the company's management team.

Main Duties and Responsibilities:

1. Manage the company's public relations and media activities so that any marketing opportunities that emerge are maximised to benefit the company.
2. Develop a proactive media relations service that is informative, timely and accurate, raises the Company's profile and is a reactive service capable of handling a crisis.
3. Research and utilise good marketing practice from other industries and use the information learned to influence the evolution of the company's marketing and communication strategy.
4. Build partnerships with like minded company's and individuals to increase marketing influence by sharing ideas and mutually beneficial opportunities to expand our marketing reach.
5. Manage the visual effectiveness of the company's website. Utilise analytics tools to manage and understand the effectiveness of the website and from your analysis lead on making improvements to the website presentation to improve key metrics such as search engine optimisation and bounce rate.
6. Lead the Marketing Team and coordinate communications across the organisation to ensure that the company's vision, values and strategic objectives are promoted consistently with the company's brand and to the highest standards.
7. Lead on the planning of marketing campaigns ensuring utilisation of a relevant marketing mix so that identified target groups are reached.
8. Develop two-way communications with customers primarily through the company's social media platforms.

9. Lead on customer consultation developing a calendar of consultation and feeding back on potential improvements resulting from this.
10. Prepare, write, edit and manage the production of social media posts ensuring that information supported by visual media is relevant and contains calls to action that link to all other relevant digital platforms.
11. Coordinate corporate publications including blogs and video footage ensuring that productions are consistent, reflect positively on all aspects of the company and compliment developing marketing campaigns.
12. Use digital analytics, budget analysis and existing company reporting tools to produce reports detailing the effectiveness of marketing campaigns supported by recommendations for future improvements.
13. Ensure that all of the company's digital platforms meet the relevant accessibility, security and data protection (GDPR) standards.
14. Being the expert, lead the development and delivery of training and development support for the marketing group to enable the wider team to contribute effectively to agreed marketing campaigns and to utilise developing technologies.
15. Carry out any other duties that are within the scope and grading of the post which could also be requested by the line manager or Managing Director.

HEALTH AND SAFETY

You will uphold the Company Health and Safety Policy and amendments made thereto by the Company and comply with all relevant health and safety legislation.

RISK MANAGEMENT

Liberty Leisure Limited is committed to the effective management of risk. It is the responsibility of all employees to carry out their duties and responsibilities with adequate regard for risk management, as outlined within the Company Risk Management Strategy and Policy

SAFEGUARDING

The Company has a statutory obligation to safeguard and promote the welfare of children and vulnerable adults. This responsibility sits with all those individuals who provide services on behalf of Liberty Leisure Limited, including all those who work with children, young people and families; those who manage staff within this work; staff who work with mothers, fathers, carers and other adults who have contact with children; staff who have both direct and indirect contact with children, including administration, support and back office staff; contractors; volunteers, community groups and the general public.

EQUAL OPPORTUNITIES

You will uphold the Company Equal Opportunities Policy in Service Delivery and Employment, thereby promoting a fair and quality service to all.

TRAINING

You will keep under review your own development needs. Learning needs should be discussed and determined at your annual appraisal and you will be required to undertake training as identified and as appropriate, for the individual, or as required for effective performance of the duties of the post.

DESIGNATED CAR USER

A designated car user status has been attached to this post.

SPECIAL CONDITIONS

The post will require the post holder to apply for an Enhanced (DBS) Disclosure. The disclosure will include details of any criminal convictions. Cautions, reprimands and final warnings and your application is required for the purpose of asking an exempted question under the terms of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 and that the checks requested are in accordance with the relevant legislation.

RESTRICTIONS

This is not a politically restricted post.

This post is subject to exemption with reference to the Rehabilitation of Offenders Act 1974.

NOTE

This Job Description represents a statement of the duties of the post but does not include all minor duties. It is inevitable that over time the nature of any individual job will change and existing duties may be lost or others gained without changing the general character of the duties or the level of responsibility entailed. As a result, the Company will expect this Job Description to be subject to revision.

Liberty Leisure Limited is committed to equal opportunities. As part of its policy it has been agreed that applicants wishing to work on a 'Job Share' basis will be considered on an individual basis. Since it is not possible for all posts to operate in this way, if you wish to enquire about 'Job Sharing' you should contact the Human Resources Section in the first instance.