




uncover **your** potential

ourTeam

Marketing Manager (Sports and Leisure)

Job Pack

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EMPLOYER RECOGNITION SCHEME BRONZE AWARD
Essex Family Friendly Employer
disability confident EMPLOYER
MINDFUL EMPLOYER
Essex Working Well Accreditation Level 3
Fostering Friendly The Fostering Network
Chelmsford City Council

Job Description

Job Title	Marketing Manager (Sports and Leisure)
Service	Connected Chelmsford
Grade	8
Responsible to	Senior Marketing Manager

1. Main Purpose of the Job

- To own, lead and manage key portfolio(s) of the Council's marketing activity with responsibility for delivering the agreed commercial and visitor objectives and targets, within budget and deadlines, for agreed service area(s).

- To line manage Marketing Officer(s) and/or Marketing Assistant(s) who have been tasked with assisting in marketing of the agreed service area(s).

- To manage other ad hoc marketing projects and campaigns as appropriate and if resources allow.

2 Duties and Responsibilities

2.1 Ensuring close and constructive relationships with the operational and management team of agreed service area(s) to develop the service product, programming and customer experience, based on robust marketing/customer insights and data.

2.2 Working with relevant management teams/staff to lead, develop and manage the annual costed marketing plans with budgets and actions for the service area(s). To feedback achievements and delivery against these plans.

2.3 Having responsibility, together with the service area(s), for delivering the agreed commercial (income), community and/or attendance/visitor objectives and targets for the service area(s).

2.4 Working with the Senior Marketing Manager to ensure that each marketing plan is fully budgeted and aligns with the Council's strategies, values and principles.

2.5 Having the responsibility to identify, as well as react and respond to issues, trends and opportunities as they arise, based on current and future developments, as well from monitoring and evaluating performance through sales/bookings, in a timely and effective manner. Working flexibility to adapt plans and workloads.

2.6 Working with Senior Marketing Manager and other Marketing Managers within the team to identify and implement cross-promotional opportunities, cost savings and efficiencies from economies of scale in buying in services and goods (e.g. advertising contracts).

The following are to be done in line with:

- corporate marketing policies and procedures (incl. photography and filming policy, social media policy, email marketing policy, media storage library, consultation and engagement best practice document)
- the Council's GDPR/data protection policies (incl. consent for collection, storage and use of images)
- marketing and communication plans, objectives, targets and budgets
- corporate and service brand guidelines
- corporate and service tone of voice
- accessibility best practice

2.7 Managing production of creative design work for agreed service area(s) using internal and/or external resources, agencies and companies for marketing campaigns to support planned activity. Ensuring that we are achieving best value from our suppliers.

2.8 Lead editing, proofing and sign off for all relevant print and digital content.

2.9 Managing photography and film content to aid in marketing campaigns for the agreed service area(s), including organising photo/film shoots using council owned equipment, as well as commissioning new photographs/film from external suppliers when required. Ensuring consent is acquired as appropriate.

2.10 Managing direct mail and other distribution of marketing and publicity materials, utilising relevant databases and reaching appropriate target audience(s).

2.11 Working closely with the corporate communications team to ensure that marketing activities are promoted, aligned and integrated with any PR/comms campaigns or messaging.

2.12 Managing the delivery of organic and paid advertising to raise awareness, attendance and income for the service area(s).

2.13 Managing and developing all marketing channels and platforms for the service area(s) including website, social media, email, and digital screens.

2.14 Creating and circulating regular, as well as ad hoc reports, to highlight marketing activity on campaigns, evaluate how effective these were in achieving targets and objectives etc in line with agreed set of metrics / key performance indicators. Including any relevant presentations to teams/in meetings to highlight these.

2.15 Undertaking and managing any appropriate customer research, engagement and segmentation analysis as required to inform future product development, decision making and planning. Ensuring insights are shared and applied to inform future plans.

2.16 Briefing all relevant internal and external stakeholders on forthcoming marketing campaigns and initiatives to ensure that relevant teams are aware of any potential opportunities, as well as issues, particularly for high demand, sensitive and/or controversial projects.

2.17 Organising any potential sites for displays and exhibition stands, as well as delivering any relevant marketing materials and branded merchandise (if appropriate), plus liaising with service area(s) to ensure they have staffed these appropriately.

2.18 Leading and/or supporting any major projects where a marketing input is required (e.g. signage) or is important to its success.

2.19 Securing and managing any sponsor/partner relationships to ensure that all parties' marketing efforts are maximised and co-ordinated.

2.20 Developing the relevant service brand(s) and ensuring that they are applied and used consistently by staff in that service area.

2.21 Keeping abreast of latest developments in marketing incl. digital.

2.22 Attending any appropriate industry events/meetings or internal launches or staff meetings.

2.23 Carrying out other duties commensurate with the grade from time to time.

3. Work Location

You will normally be based at Civic Centre, Chelmsford, but may be required to work from any other location within the City should circumstances make it necessary.

4. General Conditions

A. This Job Description is subject to your conditions of Employment, which, in the event of conflict, shall take precedence. The post holder will carry out the duties specified above and such other duties as may be required from time to time. The Job Description may be reviewed and amended in the light of any changes that are made.

B. It may be necessary, from time to time, for you to work hours in excess of, or differing from, your normal working hours.

C. It may be necessary for you to be trained in, and use, new technology as it is introduced into the Council's activities.

D. It is a condition of employment that you may be required to assist in the organisation and running of elections or referenda that take place in the City, relating to Parish Councils, the City Council, the County Council, Parliament, or other similar bodies. You will normally only be required to carry out election and referenda duties when there are insufficient experienced volunteers from within the Council's service who are available for and able to carry out such duties.

E. You will carry out your responsibilities with due regard to the Council's Equality, Diversity and Inclusion Policy.

F. You will be aware and undertake training as required in line with your responsibilities set out in the Council's Safeguarding children and vulnerable adults policy.

G. All staff have a responsibility for data security in accordance with Data Protection regulations. You are required to ensure that you adhere to Council Policies and Procedures regarding data security. Whilst working at the Council, you may gain knowledge of confidential matters about members of the public and staff. Such information must be considered strictly confidential and must not be discussed or disclosed in an unauthorised manner. Service Managers and designated Information Asset Owners must be aware of their responsibilities, internal procedures and training requirements as directed by the Information Governance team.

Person Specification

MARKETING MANAGER

	ESSENTIAL	DESIRABLE
Education/Qualifications		
An excellent standard of literacy and numeracy	E	-
A Marketing related degree or related qualification (e.g. through CIM)	-	D
Knowledge		
Proven knowledge of current marketing techniques	E	-
Extensive knowledge of campaign management (incl e-marketing)	E	-
Ability to analyse data, trends and interpret and act	E	-
A good understanding of the relevant industry sector	E	-
Knowledge of specific IT systems eg. booking systems, design etc	-	D
A good knowledge of local government	-	D
Understanding & application of PR techniques	E	-
Understanding of staff management techniques	-	D
Writing marketing plans & reports	E	-
Experience		
Substantial marketing experience	E	-
Experience in the relevant sector	-	D
Experience in a customer focussed environment	E	-
Experience of delivering to budgets and deadlines	E	-
Proven success with campaigns with tangible deliveries	E	-
Experience of operating effectively in complex matrix organisation	-	D

Experience of using the Microsoft Office packages	E	-
Experience of delivering effective campaigns, projects & initiatives	E	-
Ability to create and manipulate Excel spreadsheets	-	D
Experience of managing (direct or indirect) a team & resources	-	D

Personal Qualities and Attributes
Candidates will be expected to demonstrate the following qualities and attributes in relation to the job:

Excellent communication and interpersonal skills, demonstrating tact and diplomacy	E	-
Ability to develop and organise marketing campaigns & plans	E	-
Flexible attitude towards work and the ability to multi-task	E	-
Commitment to customer focus	E	-
Ability to work as part of a team in a constructive & positive style	E	-
Ability to use initiative and identify new ways of working	-	D
Excellent organisational & time management skills	E	-

Corporate Values and Behaviours

Within Chelmsford City Council we have values that are at the core of how we behave. They form part of our induction and probation processes and underpin our 1-1 conversations. Each value is listed below with behaviours.

Accountability - We take responsibility and ownership for our own actions, behaviours and performance

- We take responsibility to follow things through to completion
- We actively recognise what is working and what is not and are open about mistakes
- We positively contribute to the team and organisation and seek solutions to problems
- We recognise and positively challenge inappropriate behaviour

Creativity - We are flexible in our approach; we focus on solutions

- We adapt our approach keeping the best outcome for all in mind
- We encourage people to try out new approaches and ideas
- We learn from others to find solutions and to improve performance
- We encourage and support people to take measured risks

Learning and Encouraging - We recognise our success; we provide support to further our skills and experience

- We support and encourage each other to be our best
- We recognise and appreciate the contribution that everyone makes
- We take responsibility for finding opportunities to learn for ourselves and develop
- We support others to develop and learn

Collaborative - We build relationships; we achieve more together

- We talk with others to understand their perspective
- We find opportunities to get involved
- We involve other people early in our thinking to keep them informed
- We ask other people to get involved in what we're doing to build strong working relationships
- We seek ideas from inside and outside of our team to achieve more impact

Trust - We will be open and honest and do what we say

- We are open and honest
- We do the right thing and face up to difficult situations in a sensitive way
- We do what we say we will
- We demonstrate integrity by being fair and balanced in our approach
- We commit to the team agenda rather than personal priorities
- We treat each other as we would expect to be treated

Conditions of Service

The following is an outline of the main terms and conditions of service attached to the post. More detailed information can be provided on request or discussed at the interview stage.

Salary – Grade 8 Scale Point 29 (currently £41,985 per annum) rising to Scale Point 32 (currently £45,915 per annum).

Please note, if stated on your application form that you wish to apply for the role on a part time or job share basis, The salary stated above will be pro rata'd to the contracted hours offered.

Hours – The normal working week for office staff is 37 hours. Normal office hours are worked between 8.45 a.m. and 4.45 p.m. on Monday - Friday.

Hybrid Working – We will be supportive of employees adopting a hybrid working pattern where this suits the role and the needs of the organisation. This means that in agreement with your manager you will have some flexibility over when and where you work. You will be expected to attend a Council work location for part of your working hours, but you can also work at home and other suitable locations as long as the needs of our customers and the service are met. Any work location must be assessed as suitable and the relevant workstation assessments undertaken. Please note that your contractual work location will be a Council office/site and you are able to work from this site for your full hours if you wish to do so.

Annual Leave – The Council operates a standard holiday year from April to March. The entitlement for annual leave for this position is 244.2 hours (33 days) and rising to 281.2 hours (38 days) after 5 years continuous service. This also includes a standard 8 Bank Holidays (59.2 hours), although this may vary depending on the number of Bank Holidays that fall in a particular leave year.

Your annual leave entitlement as above will be calculated on a pro-rata basis dependent on the number of hours you work. The number of equivalent days may also vary based on your working pattern.

Sickness - The provisions of the national Scheme of Conditions of Service apply which provides for up to 6 months full pay and 6 months half pay after 5 years continuous local government service.

Pension - You will be entitled to join the Local Government Pension Scheme. Further details can be provided on request.

Notice Period - The period of notice is 2 month/s.

Probationary Period - The appointment is subject to a three month probationary period.

Criminal Records – The Council is an Equal Opportunities employer and as such the disclosure of a criminal record, or other information, will not necessarily exclude you from consideration for appointment. Any such information will be considered in relation to the tasks and responsibilities required of the postholder and the circumstances and environment in which the role would require you to work.

Failure to declare a conviction, caution, reprimand or final warning may, however, disqualify you from appointment, or result in dismissal if the discrepancy comes to light. A copy of our Policy for Employment of persons with criminal convictions can be viewed by clicking here.

Safeguarding – Chelmsford City Council is committed to promoting the welfare and protection of children, young people and vulnerable adults. Even if your job does not involve working directly with children, young people or vulnerable adults you would be expected to keep your eyes and ears open, as the responsibility of spotting abuse and ensuring the safety of those most vulnerable falls on us all. As part of this commitment the Council ensures that all jobs are reviewed and applicants successful at interview undergo a DBS check where necessary.

Employees who breach the Council's safeguarding policy or fail to follow safeguarding procedures will face investigation and possible disciplinary action, which could lead to dismissal and a criminal investigation.

Equal Opportunities – Chelmsford City Council is an Equal Opportunities Employer.

Benefits

UK Healthcare Cashplan: The Council pays for a healthcare cashplan for all Permanent members of staff who have successfully passed their probationary period.

Professional Fees: The Council will pay the annual subscription to one professional body if this is a requirement of the post.

Employee Assistance Programme: Available for all employees, this is a free confidential service provided by the Council offering expert advice, invaluable information, specialist counselling and support.

Season Ticket Scheme: Staff can apply for a loan to purchase season tickets for travel to work by train or bus. You will be given a cheque for the full amount of the ticket and the loan will be repaid over a period of 12 months by means of monthly deductions from your salary. There are some terms and conditions, and the scheme is not open to all staff.

Staff Travel Plan: The Council's Staff Travel Plan contains a package of measures to reduce the use of private cars. It aims to promote walking, cycling, using public transport and car sharing. The Staff Travel Plan includes discounts such as 20% off season tickets. In addition there are shower and changing facilities, secure bike parking and parking spaces for car sharing. Regular Staff Travel promotions and events are held throughout the year.

Bike Loan Scheme: Staff can apply for a loan to purchase a bike or cycling equipment for travelling to work. An advance will be made via cheque (up to the value of £1000) and the loan will be repaid over a period of 12 months by means of monthly deductions from your salary, which can save you up to 42%. There are some terms and conditions, and the scheme is not open to all staff.

Staff Discounts: Chelmsford City Council employees benefit from various discounts to many businesses in Chelmsford.

Subsidised Car Parking: Available for new employees, parking currently offered at Meadows Retail Multi-Storey.