

**European Union**European  
Social Fund

## Job Profile - Marketing Manager (Active Lancashire Ltd)



<b>Job title:</b>	Marketing Manager	<b>Line manager title:</b>	Business Manager
<b>Operating Company/ Department</b>	Active Lancashire	<b>Location:</b>	Lancashire Business Park (office)/ Remote Working from Home

<b>Date:</b>	January 2021	<b>LEVEL/Grade/Scale Point:</b>	NJC Scale Point 29-32	<b>Salary Band:</b>	£32,910-£35,745
<b>Term of Employment:</b>	Full Time, 37 hours per week. Fixed Term to 31 <sup>st</sup> December 2023.	<b>Employment Benefits:</b>	25 Days Annual leave in addition to Bank Hols and discretionary Christmas Leave. Access to the Local Government Pension Scheme. Casual Car User Allowance. Cycle to Work Scheme Child Care Vouchers	<b>Other Info:</b>	Part Funded by European Social Fund

### Job purpose:

- Reporting to the Business Manager, this role will be responsible for delivering Active Lancashire's Marketing Strategy to ensure that Active Lancashire has a consistently high and positive profile externally that will influence key Stakeholders and drive development opportunities across the organisation. This role will also be the lead Marketing professional for the new and highly innovative (ESIF Funded) Business Health Matters Project.

### Key accountabilities:

#### Marketing & Communication

- Responsible for delivering the Marketing Strategy that aims to ensure Active Lancashire has a consistently high and positive profile externally that will influence key stakeholders and drive development opportunities across the organisation.
- Work with the Business Manager and Marketing and Events Officer to manage the Active Lancashire Corporate Brand and its sub brands.

### Measures:

#### Marketing & Communication

- Marcomms KPI's identified in the Marketing Strategy.



- Developing appropriate plans, procedures and processes to support and inform the Core Marketing activities of the Marketing Strategy including: - Active Lancashire Corporate Website/Project Websites/E-Mail Marketing/Social Media Channels/Video/Marketing Collateral/PR/Digital Hosting/ Internal Communications.
- Line management of the Marcomms team. Supporting and coaching the Marcomms Team, developing expertise and driving performance.
- Act as Marketing lead and work closely with the Operations Team when new projects and programmes are developed to ensure marketing activity can support new projects as they are implemented.
- Working with the Research & Insight Officer to conduct research and analyse data to identify and define audiences and use this knowledge to build clear marketing strategies for each target group. Also, develop close links with the Research & Insight Officer to ensure that the impact of projects and programmes is clearly communicated externally to drive further business opportunities.

## **Marketing Lead for Business Health Matters**

- Lead Marketing professional for the new and highly innovative (ESIF Funded) Business Health Matters Project.
- Develop and take responsibility for the Business Health Matters Marketing Plan and work with the Marcomms team to achieve its targets.
- To work closely with the Business Engagement Officer to communicate the Business Health Matters offer and to promote the benefits to businesses of improving the health of their workforce.

## **Marketing Lead for Business Health Matters**

- Successful development and delivery of the Business Health Matters Marketing Plan in line with the delivery model, targets and key contractual requirements.
- Awareness of the project amongst target businesses in line with Marketing plan targets.
- Partners report high levels of satisfaction and confidence in the Marketing Manager.
- Effective management of the delegated budget.



- To create engaging marketing collateral for the Delivery Partners of the Business Health Matters Project that meets ESIF Branding and Publicity Requirements.
- To work closely with the Research & Insight Officer to ensure that the impact of the Business Health Matters Project is clearly communicated externally with stakeholders to drive further business opportunities.
- To manage the delegated Marketing - Business Health Matters budget to maximum effect.

To represent the values, culture and aspirations of Active Lancashire through all duties, as to enthuse our partners and customers that continually projects our commitment to sport and physical activity, customer satisfaction and equality.

## Dimensions impacted by job (including number of people managed, turnover and budgets expressed in £ p.a.)

- Line management of the Marcomms Team. Supporting and coaching the Marcomms Team, developing expertise and driving performance. Team members include Marketing & Events Officer, Digital Marketing Officer, Digital Communications Officer. Management of the delegated Business Health Matters Marketing Budget.

**ESSENTIAL CRITERIA - Qualifications, skills and experience required in the role** (these criteria will be used to assess applicants suitability for this post as part of the shortlisting process. Please address each of these essential criteria in your application).



## Essential - Qualifications and Training:

- A degree in a related subject

## Essential - Knowledge and Experience:

- A minimum of two-years' experience of planning, delivering and evaluating cross channel marketing for different audience groups
- Experience of managing or motivating a team
- Strong numerical and analytical skills
- Project management, able to plan and manage multiple campaigns at any one time

## Essential Key skills:

- Highly driven and creative professional
- Evidence of highly competent interpersonal skills - presentation and influencing skills
- Marcomms knowledge and some experience across the communication mix (Advertising, PR, Events, digital, social, Email and CRM marketing)
- Ability to enthuse, motivate and build strong, sustainable relationships with partners and customers
- Ability to represent the organisation effectively at a strategic level to the satisfaction of Chief Officers and partners
- Exceptional communication, co-ordination and organisational skills.
- Ability to meet agreed personal and team targets and tight deadlines
- Ability to work unsupervised.

**Desirable Criteria - Qualifications, skills and experience desired for the role** (these criteria will be used as part of the interview process to assess applicants suitability for this post as part of the shortlisting process).

## Desirable - Qualifications and Training:

- Professional Marketing qualification (CIM or equivalent)

## Desirable - Knowledge and Experience:

- Understanding of SMEs (small and medium-sized enterprises) and the private sector

## Desirable - Your Outlook:

- Passionate about driving forward the message about how the benefits of an employee's improved mental and physical health can have a positive impact to a business' productivity and retention.



Core behaviours:	Key interfaces (internal and external) and reasons (e.g. inform, negotiate)
<ul style="list-style-type: none"><li>To represent the organisations values through work practice and leadership. Values:- Working Together/ Everyone Counts/ Forward Thinking/ Influencing Change/ Passion People First</li></ul>	<p>Internal - Team meetings, project group meetings, task and finish groups. Business Health Matters Steering Group and Internal Project Management meetings. (support, inform, and lead).</p> <p>Local Employers</p> <p>Chambers of Commerce (collaborate, support and inform)</p> <p>Partners and key stakeholders (inform, collaborate)</p>

#### The operating environment and context of the job:

This role will make a critical contribution to ensure that Active Lancashire has a consistently high and positive profile externally that will influence key stakeholders and drive development opportunities across the organisation. This role will also make a critical contribution to the delivery of the new and highly innovative Business Health Matters ESIF project. Specifically, this role will be responsible for communicating the Business Health Matters offer externally, supporting delivery partners with the marketing of this project and working to ensure that the impact of the Business Health Matters Project is clearly communicated externally with stakeholders to drive further business opportunities.

#### Governing body/legal requirements:

Knowledge of ESIF Branding and Publicity Requirements  
GDPR Law

Chief Exec/Senior Manager approval:	Name:	Signature:	Date:
Agreed by job holder:	Name:	Signature:	Date: