

Job Description – Marketing Executive

REPORTING TO: Central Marketing Manager

What do I have to do?

As the Marketing Executive you will need to:

- Create, brief and order promotion materials and assets for social, website, PR, print, digital signage, and PPC
- Book leaflet distribution/adverts where required
- Raise POs where required
- Use our preferred marketing channels to drive group-wide and site-specific lead generation where required at key times of the year
- Liaise with sites to plan and proactively understand local marketing needs
- Respond to ad-hoc site marketing requests, advising on and planning appropriate activity
- Manage and implement site marketing requirements to schedule and budget
- Review performance of local marketing activity and share with GM/site contact
- Contribute to a content/asset library of best practice and brand excellence to aid efficient working across the marketing team and wider business
- Make content changes to the website CMS to ensure it is kept up to date

What am I responsible for?

- Implementing the central marketing and promotions plan across our preferred marketing channels in coordination with the wider central marketing team
- Supporting and implementing site marketing requests, advising on the most appropriate marketing approach and channel(s) to meet the business needs
- Ensuring sites' marketing needs are met, by adhering to SLAs for marketing requests and maintaining clear communication
- Working with GM/sites to evaluate the impact and effectiveness of marketing for continuous improvement
- Developing and maintaining a content library for all products to support Group Promotion activities, the marketing team and the wider business
- Assisting DMM to maintain our website to be industry leading

- Supporting and contributing to the company's mission statement – 'To create active places and healthy people'.
- Ensuring that you work to the company our SPIRIT values at all times –
 - **Support** – always there to help customers and colleagues;
 - **Positive** – a 'can do' attitude encouraging others to achieve;
 - **Integrity** – always delivering on promises; being open and honest;
 - **Respect** – treating people fairly and with understanding;
 - **Innovative** – open to new ideas; not afraid of failure;
 - **Together** – believing more can be achieved by working well with others.

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What results do I have to achieve?

- High quality, relevant and meaningful promotions and marketing material for print and digital
- Monthly marketing KPI targets across print and digital channels demonstrating good ROI
- Meet SLA of 2 working days to initially respond to site marketing requests and 15 working days to resolve
- Empowered and supported sites
- Achieve a set of pre-agreed monthly KPIs

Safeguarding

As a Places Leisure employee, you have a responsibility to assist in the safeguarding and promotion of the welfare of children, young people, vulnerable adults, each other and all customers within our facilities.

Health and Safety

As a member of staff, you are responsible for the safety and welfare of staff and customers under your direct control, and you must therefore have knowledge of the Company's Health & Safety Policy and relevant instructions to your area of work. Any matter which you consider requires attention in this respect is your responsibility to report following the

correct procedures, or to the Health and Safety Coordinator. Copies of the current Health & Safety Policy and Safety Procedures are available in the centre.