

Job Description - Appendix A

Position:	Marketing and Advertising
Reporting to:	Sports Centre Manager
Responsible for:	Front of House services
Hours:	36 per week
Salary:	TBC
Contract:	Permanent



Our strategy aims to improve existing customer relations, create new business opportunities, and increase brand awareness of Oxley Sports Centre.

- Contribute to the total effectiveness of the department, communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.
- Promote the brand and ethos to the wider community through different events including Sherborne Castle Fair, Pack Monday, School Fetes, and Careers Fairs.
- Assist with photography and film requests for marketing and PR purposes.
- Create adverts and articles monthly for Sherborne Times and The Conduit
- Ensuring the Centre brand is correct on all paperwork, marketing boards, posters, uniform, and marketing materials.
- Organise all marketing materials including leaflets, boards, signs, retail.
- Assist with merchandise branding and purchasing.
- Create user surveys, optimised for the appropriate audience.
- Participate in consultation forums with all user groups
- General research and planning across all activities
- Provide involved and detailed proof reading of website, FAQs, press releases and promotional content for spelling/grammar/content errors and general accuracy
- To have a thorough knowledge of the Centre facilities, products, and services.

Social Media and Digital

Oxley Sports Centre has various social media profiles. You will be asked to manage the social media strategy. Become the recognised voice of the company on forums and social media platforms along with social media copywriting and scheduling (Facebook, Twitter, Instagram)

- You will manage the Centre's website using content management systems. Update the website regularly and look at new ways to make it user friendly and ensure all information is correct and up to date
- Assist with development of the Centre brand and identity and strengthen the brand awareness in the local community and to the wider population
- Support the collation of content for online marketing requirements, including the website, social media channels, direct mailings using CRM tools.

Communications

- The Centre keeps everyone informed internally whilst communicating messages and campaigns externally. You will manage the external newsletter and assist with emails, mail shots, adverts etc. to achieve this.

Content creation

- Support the collation of content for offline (print) marketing requirements, including the prospectus, handbook, newsletters, other supporting literature, invitations, flyers, posters, displays, signage.
- Support the production of publications and other media, writing and editing copy where necessary and in accordance with brand guidelines.
- Create and follow the marketing plan for the year ahead, then review and amend as and where necessary
- Ensure that the marketing and advertising budgets are used efficiently and effectively and in keeping with the marketing plan