

## Job Description

Job title:	Marketing Communications Manager – One Leisure and Parks & Open Spaces
Grade:	G
Hours of work:	37
Responsible to:	One Leisure Business and Operations Manager
Responsible for	
Direct reports:	1 x Marketing Officers (One Leisure and Parks & Open Spaces)
Indirect reports:	N/A
Budget:	Responsibility for marketing budget across One Leisure and Parks & Open Spaces


### Purpose of Post:

To develop, lead and deliver marketing and communications strategies for Huntingdonshire District Council's One Leisure Centres and Parks and Open Spaces service areas. This role will drive engagement, participation, and revenue growth, and ensure an effective brand positioning and consistent messaging across both services. The postholder will be a key part of a public-facing team helping to improve health and wellbeing in the district by encouraging more residents and visitors to enjoy our leisure and open space offerings.

### **Key Deliverables:**

- Develop and implement an annual unified marketing and communications strategy across One Leisure and Parks and Open Spaces services.
- Manage one marketing officer, providing leadership, direction, and professional development.
- Plan and deliver multi-channel marketing campaigns (digital, print, social media, PR) to drive engagement and usage of leisure centres and public parks.
- Monitor and evaluate the effectiveness of marketing campaigns, using data and feedback to inform future strategies.
- Work closely with internal teams (Leisure Operations, Parks Management) and external stakeholders (community groups, local businesses, suppliers) to align messaging and promotions.
- Safeguard and enhance the council's brand, tone of voice, and customer experience across all communication channels.
- Identify and leverage local and regional partnership opportunities to extend reach and influence.
- Ensure marketing activity is inclusive, accessible, and reflective of community diversity.
- Manage allocated marketing budgets effectively and ensure value for money.

<p><b>Knowledge and Qualifications</b></p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Degree or equivalent qualification in marketing, communications, PR, or related field (E)</p> <p>Knowledge of branding, public sector communications, campaign planning and digital media (E)</p> <p>Strong understanding of digital marketing tools and analytics (E)</p> <p>Membership of a relevant professional body (e.g., CIM, CIPR) (D)</p> <p>Familiarity with leisure or environmental sector marketing (D)</p>
<p><b>Experience</b></p> <p>Experience the person would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Experience of planning, executing, and evaluating successful marketing and communications campaigns (E)</p> <p>Proven track record in team management and development (E)</p> <p>Experience of working with creative agencies, media, and print suppliers (E)</p> <p>Experience of working in local government or a similar public service environment (D)</p> <p>Experience promoting community initiatives or services to the public (D)</p>
<p><b>Skills and Abilities</b></p> <p>Specific skills the applicant would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Strong written and verbal communication skills with an ability to produce clear and engaging content for diverse audiences (E)</p> <p>Ability to lead and inspire a team while managing multiple priorities under pressure (E)</p> <p>Excellent organisational and project management skills (E)</p> <p>Proficient in using digital marketing tools, content management systems, and social media platforms (E)</p> <p>Analytical skills to interpret marketing data and customer insight (E)</p>

	Strong interpersonal skills to influence and negotiate across departments and with partners (E)
<b>Decision Making and Impact on Others</b> What impact the reasons made by the post holder would have on others across the Council	Makes key decisions on marketing spend and campaign direction that influence public engagement and service usage. Responsible for brand and message consistency across both service areas. Advises senior leadership on public relations and communications strategies that may affect council reputation.
<b>Communication with Internal and External Customers</b> What customers the applicant would be in contact with in the job	Frequent interaction with internal teams including Leisure Operations, Parks & Open Spaces, Communications, and senior leadership. Regular liaison with members of the public, community groups, partner organisations, local press, and service providers. <ul style="list-style-type: none"> <li>• Internal customer contact: 60%</li> <li>• External customer contact: 40%</li> </ul>
<b>Personal Attributes and Other Requirements</b> In this section please list any other qualities you are looking for from the applicant (E) Essential (D) Desirable	Demonstrates initiative, creativity, and adaptability (E) Committed to teamwork, collaboration, and HDC values (E) Willingness to work occasional evenings or weekends for events or campaign launches (E) Passionate about promoting public services that support community wellbeing (E)
<b>HDC values</b> 	The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team. <b>Inspiring:</b> We have genuine pride and passion for public service; doing the best we can for customers.

	<p><b>Collaborative:</b> We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p><b>Accountable:</b> We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p><b>Respectful:</b> We respect people’s differences and are considerate to their needs.</p> <p><b>Enterprising:</b> We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>
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### Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.