

## Job Description

Job title:	Marketing and Communications Coordinator
Grade:	F
Hours of work:	37
Responsible to:	One Leisure Business and Operations Manager
Responsible for	
Direct reports:	0
Indirect reports:	10 minimum
Budget:	£60k

### Purpose of Post:

To oversee and deliver all marketing, advertising, communications and related activities for One Leisure and Burgess Hall Conference and Events Centre, ensuring a coordinated and effective approach that maximises visibility, engagement, and income.

The post holder will support the development and delivery of One Leisure's & Burgess Hall's marketing plans in line with Huntingdonshire District Council's wider marketing strategy, aims, and objectives. This includes but not limited to evaluating customer research, market conditions, and competitive activity to inform strategic decision-making and implementing targeted marketing plans as required.

A key focus will be identifying opportunities to improve direct communications with the public, increase participation, attendance, and sales across both One Leisure facilities and Burgess Hall events. This role will develop segmented and targeted approach to relevant groups and individuals within the local community and beyond.

The post holder will be responsible for upholding and evolving the One Leisure and Burgess Hall brand ensuring consistency of voice, design, and messaging across all channels and touchpoints to both internal and external audiences. They will champion a digital-first culture maximising the use of websites, social media platforms, the One Leisure App, and other emerging technologies to strengthen customer engagement and deliver measurable results.

## Key Deliverables:

### To manage and deliver:

- The brands within the One Leisure service portfolio to contribute to the corporate leisure service of Huntingdonshire District Council and the promotion of a positive image of Huntingdonshire within the Centre's catchments and beyond.
- The One Leisure Website, Social Media channels, One Leisure App (excluding bookings modules) and any future digital marketing platforms, ensuring effective communication and engagement within current and future customers.
- The quality, accuracy, and consistency of site-specific materials and campaigns.
- The coordination and collection of information to produce robust marketing plans and promotions schedules.
- The preparation, monitoring, and control of the marketing budget, ensuring value for money and, where possible, a measurable return on investment.

### To advise:

- Supervisors, Assistant Managers and General Managers of One Leisure, as well as the Events & Hospitality Manager and Events Operations Manager of Burgess Hall, on the most effective forms of marketing and promotional material.
- Key employees on strategies to meet the needs of new and existing customers, including the development of a Customer Relationship Marketing (CRM) approach across all Leisure facilities and Events.
- The Operations and Business Manager and Head of Leisure and Health, on trends and developments within the Leisure and Events industry, ensuring services remain responsive, competitive, and innovative.

### To produce:

- An annual (OL Corporate) Marketing Plan including templates for Centre's, Burgess Hall and One Leisure Active Lifestyles programme to add site- or service-specific detail, along with a coordinated marketing and promotions schedule and supporting materials (brochures, programmes, digital assets etc.)
- Customer and market research, applying to develop targeted campaigns and communications for identified groups.
- Marketing initiatives that support and promote key areas of health improvement as outlined by the Government.
- Regular reports for Senior One Leisure staff, and to liaise with other Council sections to improve and increase participation, awareness, and leisure facility awareness.

- High quality marketing and promotional material to support One Leisure and Burgess Hall publicity and campaigns (digital, social media & print)
- Web designs and website updates, and digital content that reflect evolving service delivery, programmes, promotions and customer needs.


Additionally:

- Contribute to the wider One Leisure service of Huntingdonshire District Council, supporting the promotion of a positive image of Huntingdonshire within the Centre's catchment and beyond.
- To be able to work flexibly across multiple One Leisure sites to meet the needs of the service.
- To understand any other duties as may reasonably be required at any One Leisure site and have means of or access to transportation.
- This job description is intended only as a guide to the range of duties involved. The post holder will need to be flexible and adaptable to respond to the other duties that may be required from time to time and the changes and developments within HDC.

<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 (D) Desirable</p>	<ul style="list-style-type: none"> <li>• Understanding of a wide range of digital communication channels (including social media, websites, apps, and email marketing) and how to use them effectively to reach different audiences. (E)</li> <li>• Awareness of the wider marketing environment, including competitor analysis, customer behaviour, and market position. (E)</li> <li>• Knowledge of financial management principles and the importance of value for money and return on investment in marketing activities. (E)</li> <li>• Degree in a marketing, public relations or similar professional field or relevant experience. (E)</li> <li>• Knowledge of when to seek specialist advice or input from relevant sources to ensure compliance, accuracy, and effectiveness. (D)</li> <li>• Strong understanding of the fitness, leisure, and events market including current and emerging trends. (D)</li> <li>• Evidence of continued professional development in marketing and communications. (D)</li> </ul>
<p><b>Experience</b></p> <p>Experience the person would need to do the job</p> <p>(E) Essential</p>	<ul style="list-style-type: none"> <li>• Proven experience leading and coordinating within a marketing and communications role (E), ideally within the leisure, events or hospitality sector. (D)</li> </ul>

<p>(D) Desirable</p>	<ul style="list-style-type: none"> <li>• Strong background in creating and implementing promotional strategies. (E)</li> <li>• Experience of budgetary control, ensuring value for money and return on investment across marketing activities. (E)</li> <li>• Practical experience of working on projects involving forward planning, monitoring and evaluation, with the ability to adapt and respond effectively to changing priorities. (E)</li> <li>• A track record of developing a leisure-related business, with evidence of driving growth, participation, and income. (D)</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• Leadership and management skills with ability to motivate, coordinate, and support colleagues across multiple teams and sites. (E)</li> <li>• IT literacy particularly in relation to Social Media platforms, digital marketing tools, communication channels and website design. (E)</li> <li>• Excellent organisational, communication and interpersonal skills, with the ability to plan, organise, and manage multiple projects effectively. (E)</li> <li>• Excellent Literacy and Numeracy skills, enabling accurate reporting, analysis, and clear written communications. (E)</li> <li>• Excellent customer service skills, ensuring engagement, responsiveness, and a positive</li> </ul>

	experience for all customers and stakeholders. (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	<ul style="list-style-type: none"> <li>• Contribute to and influence Council policy on One Leisure services and the promotion of healthy living. (D)</li> <li>• Ability to influence members, partners and colleagues to adopt effective marketing and communications strategies that positively impact on service delivery and customer engagement. (D)</li> <li>• Provide guidance and influence senior leisure management staff in implementing innovative digital marketing and communication approaches, enhancing the overall customer experience and organisational performance. (D)</li> </ul>
<b>Communication with Internal and External Customers</b> What customers the applicant would be in contact with in the job	<p>A mixture of internal communication with key leisure management staff but with a slightly heavier focus on delivering and receiving communication from public, Members, partners, schools, PCT, contractors, consultants, suppliers, leisure professionals, clubs and other social groups.</p> <p>The complexity of communication is generally low to moderate , requiring clarity, professionalism, and adaptability to different audiences.</p> <p>Where is the focus of this role in their team, other teams or across the council</p> <p>Internal customer contact: 40%</p> <p>External customer contact: 60%</p>

<p><b>Personal Attributes and Other Requirements</b></p> <p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<ul style="list-style-type: none"> <li>• Ability to work independently, using initiative to prioritise tasks and make sound decisions. (E)</li> <li>• Ability to work both individually and as part of a team. (E)</li> <li>• Ability to build and maintain relationships with customers, partners and communities, fostering trust, engagement, and positive experiences. (E)</li> </ul>
<p><b>HDC values</b></p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p><b>Inspiring:</b> We have genuine pride and passion for public service; doing the best we can for customers.</p> <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>

### 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.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues
- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda
- Can demonstrate an ability to contribute towards a safe environment
- Is up-to-date with legislation and current events
- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children