

JOB DESCRIPTION & PERSON SPECIFICATION



JOB TITLE:	Marketing Manager
REPORTS TO:	Director of Events and Communications
SALARY:	£29,294-£35,212 per annum (Depending on experience)
CONTRACT:	All Hours and Permanent
LOCATION:	SportPark, Loughborough (National and international travel required)
JOB PURPOSE:	To develop, implement and execute strategic marketing plans for British Swimming

RESPONSIBILITIES:

Line Management

- Manage Marketing and PR Officer including workload
- Support the development of skills and experience of the Marketing and PR Officer

Marketing

- Contribute to the development and delivery of British Swimming's Marketing and Communications Strategy and ensure strategic aims are communicated with all partners
- Alongside the Director of Events & Communications develop a clear digital strategy that supports the events and communications strategy
- Lead on co-ordinating marketing activities of each discipline ensuring they are on brand
- Create compelling stories, key messages and content to engage with spectators and fan base across all channels, including the creation of video content
- Establish and manage specific media campaigns to promote British Swimming as a whole as well as events to maximise support
- Create a wide range of marketing materials
- Monitor, evaluate and report on effectiveness of campaigns and channels against objectives
- Responsibility for brand management and corporate identity
- Work closely with design agencies and external suppliers as necessary
- Analysing potential strategic partner relationships for company marketing

Event Marketing

- Responsible for leading on ticketing strategy for all domestic events working closely with the Events Manager
 - Responsible for overseeing promotion of ticket sales for domestic events including liason with external ticketing agency and providing reports on sales to the team
 - Create post event reports on ticket sales and map against marketing activity to ensure continuous improvement
 - Work with Event Manager on spectator engagement including carrying out surveys to ensure we are meeting consumer needs
 - In conjunction with the Event Manager support on the delivery of event venue dressing to ensure it is on brand and appropriate for the audience
 - Lead on marketing collaboration with the host city including overseeing all combined marketing plans and city campaigns
 - Support on marketing of all international hosted events including sitting on marketing steering committees when necessary
 - Provide marketing content and advertising for event programmes
-

Social Media

- In conjunction with the Communications Manager manage British Swimming's various social media platforms, overseeing content and brand and ensuring content is targeted to the audience appropriately for each channel
- Responsible for ensuring growth of social media audiences and engagement through creation of relevant content derived from consumer research
- Manage social media performance and provide insight as necessary for improvement

Financial

- Create and oversee the marketing budget

General

- Support the Director of Events & Communications by working with external sponsorship agencies as required to add insight and enhance the commercial offering to potential partners
- Responsible for researching the consumer base and wider industry trends and making recommendations for new initiatives and campaigns across all channels
- Work with the Communications Manager to create relevant content for the website that aligns with content on other digital channels
- Create advertising packages suitable for selling across all digital channels and events as appropriate
- Undertake any other duties as required by the Director of Events and Communications
- To comply with all policies set down by British Swimming and in particular policies relating to equality and diversity

KEY RESULT AREAS

- Deliver a successful marketing plan within budget
 - Increase spectator engagement across all channels
 - Increase brand awareness through consistent and effective brand management
 - Ensure work adheres to strategy
 - Increase revenue to events through improved ticket sales
 - Increase revenue to British Swimming through selling advertising packages
-

Person Specification

Requirements	Essential	Desirable
Qualifications / Training	<ul style="list-style-type: none"> • Educated to degree level or equivalent • A member of the Chartered Institute of Marketing (CIM) 	<ul style="list-style-type: none"> • A post graduate Marketing degree
Knowledge & Experience	<ul style="list-style-type: none"> • Experience of design and implementation of effective and successful marketing and commercial strategies. • Sound experience of exploiting new ICT digital technologies to support the delivery of communications. • Experience of communication in the environment of competitive sport. • Proven ability to build relationships and coalitions to maintain partnerships and understanding • Experience of marketing 	<ul style="list-style-type: none"> • Line management experience
Skills	<ul style="list-style-type: none"> • Exceptional interpersonal skills. • Good effective presentation, facilitation, consultancy and communications skills. • Strong project management skills. • Good people management skills with the ability to lead and motivate individuals • Team player • Strong, creative outlook 	
Other Qualities	<ul style="list-style-type: none"> • Good understanding of both commercial and Government funded sports organisations. 	