

PERSON SPECIFICATION

Marketing and Communications Lead

Essential	Desirable	Assess by
Knowledge and Qualifications		
An appropriate recognised qualification or equivalent verifiable experience. Evidence of continued professional and personal development. In-depth knowledge of Marketing, Graphic Design, Web Design, and Sponsorship & Advertising income generation. Full driving license and access to a vehicle.	CIM Membership. Graphic design qualification.	Application/Interview
Experience		
Successful track record and background of consistent achievement including management of transformational marketing programmes and	Experience of working in a leisure, health/wellbeing environment.	Application/Interview

financial budgets. Experience of developing and implementing successful corporate and service/product marketing strategies and activities.	Experience of how effective marketing can drive effective sales/commercial performance.	
Skills and competencies		
<p>Excellent communication, presentation, influencing and negotiating skills.</p> <p>Demonstrable ability to identify and exploit business and marketing opportunities to generate income or cost savings.</p> <p>Able to consult, influence and negotiate with a wide range of people at a senior level.</p> <p>Able to lead on the implementation and development of visual identity.</p> <p>Able to initiate customer research to assess the effectiveness of communication/marketing activities.</p> <p>Able to lead on the design and publication aspects of a wide variety of media for external and internal audiences in formats including print, internet/intranet mobile app.</p> <p>Able to play a leading role in managing the Sponsorship & Advertising income/savings generation initiative.</p> <p>Decisive and able to exercise sound and considered professional judgement to solve complex problems.</p>	<p>Graphic design skills and creative flair.</p> <p>Able to use MS Office Suite or similar software packages.</p> <p>Able to use AppleMac systems.</p>	Application/Interview
Physical, mental and emotional demands		
Able to adopt a flexible approach to working hours at certain times to attend evening meetings or to respond to deadlines in connection with publication etc.		

All applicants with a disability who meet the minimum requirements for the role will be given an interview and will be considered on their abilities.

We can only accept applications from candidates who are permitted to work within the UK, or from those who have a valid work permit.