

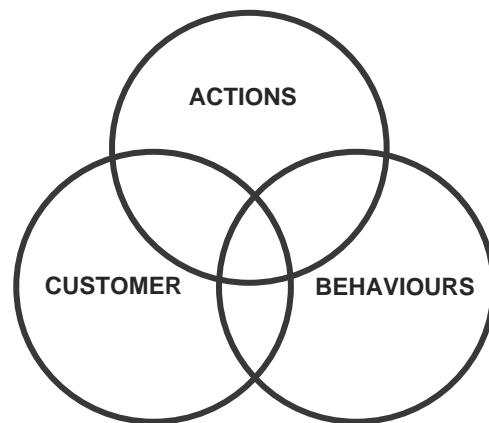
# JOB DESCRIPTION

<b>POST:</b>	Marketing and Sales Executive
<b>JOB PURPOSE:</b>	Working on a wide range of marketing campaigns, e-marketing, media planning, media buying, and press relations, you will assist the team in delivery of the Marketing Strategy and generation of sales and revenue in line with identified targets.
<b>RESPONSIBLE TO:</b>	Marketing Manager
<b>SALARY:</b>	Grade 6 (SCP 25-29)
<b>KEY RELATIONSHIPS:</b>	Newport Live Colleagues and managers, press and media contacts, external partners, stakeholders and members of the public.
<b>BASE LOCATION:</b>	Regional Pool & Tennis Centre at Newport International Sports Village, with flexibility to travel to other Newport Live sites and external locations as may be required
<b>MANAGEMENT RESPONSIBILITY:</b>	None

**I will be successful in my role when:**

- All my key operational responsibilities are consistently delivered to a high standard.
- I achieve all key performance indicators specific to my role.
- I role model the behavioural values of Newport Live through my performance.
- I work collaboratively across departments and service areas to deliver exceptional customer service to Newport Live’s customers.
- Through my performance and passion, I inspire people to be happier and healthier.

**How my performance is measured:**



**THE ROLE & RESPONSIBILITIES**

1. Contribute to the successful delivery of the Newport Live marketing and communications strategic plans, including writing media releases that support our public relations for all of Newport Live. Co-ordinate and support all marketing and sales activity that delivers a positive outcome and agreed return on investment.
2. Lead engagement with key colleagues across Newport Live and external stakeholders. Create and deliver all marketing and sales activity to support objectives across all business areas, products, services, and venues including, across core products, new initiatives, engagement and participation opportunities, sponsorship, and corporate partnerships.
3. Lead responsibility of design projects, print production and digital ensuring all promotional materials promoting Newport Live are correct and on brand. Co-ordinate delivery of promotional materials to Product Managers and across venues for display and distribution by Operational Teams across Newport Live.
4. Support the effective management of all marketing and sales projects across Newport Live programmes, effectively managing the associated budgets to ensure all policies and processes including procurement processes are in line with Newport Live policies including maximising income and minimising expenditure wherever possible, highlighting shortfalls in a prompt and efficient manner.

5. Contribute to the development and implementation of the Newport Live digital marketing strategy to grow our online presence and drive more sales and engagement through our websites, social media channels and digital reporting tools. Create, deliver and manage online advertising for Newport Live.
6. Manage and develop Newport Live's online community using the main social networks, Facebook, Twitter, YouTube, Instagram and LinkedIn. Undertake social networking evaluation via our reporting tools and CRM management software. Evaluating and making recommendations to improve effectiveness always. Placing a specific focus on emerging trends to ensure Newport Live is always reaching new and developing audiences aligned to business objectives.
7. Update and manage the Newport Live websites, social media platforms, digital screens and apps, increasing their usability, interactivity, and capability as a sales tool, with a focus on continuous improvement and engagement.
8. Organise and create promotional mailings and e-newsletters to all customers, both internal and external including key demographics, schools, further and higher education and other targeted audiences including corporate and voluntary sector markets. Manage and develop all e-lists and contacts using suitable communication software and aligned to all GDPR legislation.
9. Develop an online public relations profile for Newport Live, monitor press and broadcast coverage of Newport Live in all forms of media, including digital to ensure key coverage is achieved, and secure news stories, opinion pieces, features, reviews, listings, and other editorial coverage in a wide range of publications.
10. Establish and develop excellent internal working relationships with Newport Live colleagues and all external stakeholders. Attending sales and community-based events to market Newport Live's products and services and support the charity.
11. Identify, co-ordinate and manage and participate at publicity, events, photo calls, press events, briefings, as well as during sales and promotional events, including both on site at Newport Live venues and at other external outreach opportunities.
12. Work closely with external stakeholders including marketing agencies and event organisers to agree marketing activity and spend related to individual campaigns and events.
13. Work closely with the Programme Managers, Customer Services, and wider Newport Live team to ensure that all required information is in place ready to get campaigns and events announced and on sale in a timely manner.
14. Work with Newport Live colleagues to establish and embed exceptional customer care standards.
15. Always act in the best interests and maintain confidentiality in all areas of work for Newport Live.
16. Deputise for the Marketing Manager when required as well as in their absence, to include but not limited to managing campaigns and budgets, attending meetings, providing analysis and writing reports.
17. To be a role model with an adaptable initiative-taking approach, creating an environment in which you champion professionalism, honesty, and integrity as you interact with your team, all Newport Live colleagues, stakeholders, and customers.
18. Ensure that all policies and plans are always adhered to including the Safeguarding, Health & Safety, Code of Conduct, and all other Newport Live policies.
19. Be an Ambassador for Newport Live, embracing the Vision, Mission, and Values by transforming strategies into actions for effective communication and engagement with all internal and external audiences and our communities.

The person undertaking this role is expected to work within the policies, ethos and aims of Newport Live and to carry out such other duties as may reasonably be assigned. The above responsibilities are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment. The duties of this role may vary from time to time without changing the general character of the role or level of responsibility entailed. The role holder will work to deliver agreed performance objectives; these will be reviewed on a regular and formal basis through Newport Live performance management processes.

**MARKETING AND SALES EXECUTIVE**

**PERSON SPECIFICATION**

Area	Essential	Beneficial
<b>Qualifications</b>	<p>1.1 NVQ Level 3 (minimum) qualification (or equivalent) in marketing or communications OR Relevant experience working in a marketing department</p>	<p>1.2 HND or Degree Qualification in relevant marketing or communications field.</p> <p>1.3 Certificate Level 4 in Professional Marketing (Chartered Institute of Marketing) OR good experience in a marketing environment.</p>
<b>Knowledge, Skills &amp; Competencies</b>	<p>2.1 Good knowledge of marketing principles, techniques and best practice.</p> <p>2.2 Strong project management skills with the ability to take initiative and manage multiple projects simultaneously, creatively and concisely and meet deadlines.</p> <p>2.3 Confident user of multiple digital platforms, including website management, CRM Integrations, social media channels, ENewsletter platforms, Apps, media editing software and developing platforms to support all aspects of marketing outputs and outcomes.</p> <p>2.4 Persuasive and creative copy-writing skills.</p> <p>2.5 Oversee the production of design and artwork either with the in-house designer or external agencies ensuring high quality and alignment with brand guidelines.</p> <p>2.6 Working knowledge and understanding of GDPR legislation at all levels.</p> <p>2.7 Working knowledge of tracking marketing budget and allocating resources effectively to maximise ROI.</p> <p>2.8 Monitor and analyse campaign performance metrics to measure effectiveness and make data driven recommendations for improvements.</p> <p>2.9 Conduct analysis to identify trends, competitive insights and target audience preferences.</p>	<p>2.13 Knowledge of Sport and Leisure products and programmes.</p> <p>2.14 Manage Pay-Per-Click campaigns via Google Ads and Facebook Business</p> <p>2.15 Knowledge or experience working with Google Analytics.</p> <p>2.16 Ability to communicate in Welsh.</p> <p>2.17 Knowledge or experience working with design packages e.g., InDesign, Photoshop etc along with an understanding of graphic design principles.</p> <p>2.18 Collaborate with internal teams to ensure seamless execution of events.</p> <p>2.19 Develop and Implement PR strategies to maintain a positive brand image and manage media relations effectively.</p>

	<p>2.10 Monitor media coverage and industry trends to identify opportunities for proactive PR initiatives.</p> <p>2.11 Manage event promotion and communication strategies across various channels, including email marketing, social media, press releases.</p> <p>2.12 Oversee the creation of compelling event collateral, including invitations and promotional materials</p>	
<p><b>Experience</b></p>	<p>3.1 Strong experience of marketing, to include working with the media and public relations</p> <p>3.2 Experience of working with Microsoft Office, updating websites, using social media tools</p> <p>3.3 Experience and ability to manage multiple social media accounts on Twitter, Facebook, YouTube, Instagram and LinkedIn.</p> <p>3.4 Experience in social media management and content curation and creation</p>	<p>3.5 Experience of developing links with external stakeholders and partners</p> <p>3.6 Experience of managing print and design production</p> <p>3.7 Experience of working in a fast paced and target driven environment</p>
<p><b>Personal Attributes</b></p>	<p>4.1 A creative mindset with the ability to generate ideas, obtain buy-in from team members and implement as necessary.</p> <p>4.2 The ability to think and work strategically and tactically.</p> <p>4.3 Excellent verbal, written and interpersonal skills with a keen eye for detail and ability to communicate effectively with key stakeholders.</p> <p>4.4 Efficient planning and organisational skills, capable of effectively managing multiple projects and deadlines with attention to detail.</p> <p>4.5 Capable of working under pressure with conflicting priorities. Working collaboratively and independently.</p> <p>4.6 A personal commitment to achieving high performance within the workplace.</p> <p>4.7 Ability to work independently as well as collaboratively in a fast-paced, dynamic environment.</p>	

	<p>4.8 You will be required to work flexibly including early mornings, evenings, and weekends on a regular basis, including supporting events across the charity.</p>	
<p><b>Other</b></p>	<p>5 Ability to travel across all Newport live venues regularly</p>	<p>5.1 Possess a valid Driving License.</p> <p>5.2 Access to own transport to travel between Newport Live venues regularly.</p>