

## **JOB DESCRIPTION**

<b>Job Title:</b>	Sales & Marketing Manager - Outdoor Education
<b>Section:</b>	Outdoor Education
<b>Department:</b>	Sales and Marketing
<b>Responsible to:</b>	Senior Manager YMCA Lakeside

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### **Organisation Context:**

The Association is a Charity providing a wide range of services across four areas including Housing, Physical Activity, Young People and Outdoor Education.

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### **Job Purpose:**

To manage and co-ordinate all aspects of sales & marketing activity within the Outdoor Education directorate at YMCA Lakeside, to achieve the annual income targets and maximise bookings.

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### **Key Areas of Delivery:**

1. Oversee the development, implementation and evaluation of annual marketing plans for YMCA Fylde Coasts Outdoor Education facilities, services and programmes.
2. Oversee the design and production of all brand collateral and promotional material.
3. Develop and manage communication strategies and YMCA communication channels.
4. Manage all aspects of sales and operational customer communications using direct mail and digital channels including web, email, social media, SMS and mobile app technologies.
5. Effectively managing and controlling booking systems, including invoicing and online booking portals including Cinolla & Gladstone.
6. Effectively manage and control the marketing budget – delivering all marketing activity within the agreed budget.
7. Together with the Sales and Marketing Team, manage the production of daily, weekly and monthly sales information utilising the Cinolla software package.
8. Oversee the management of the sales process for all bookings
9. Ensure all aspects of the client data base records are accurate and up to date
10. Coordinate the production of an annual consultation strategy for Outdoor Education services, incorporating user/non-user surveys, focus groups, mystery visits and feedback mechanisms to stakeholders.
11. Contribute towards the strategic direction of YMCA Outdoor Education.
12. Manage and co-ordinate workloads of sales and marketing team.
13. Conduct effective work planning and work reviews of sales and marketing team.
14. Assist with the development of a performance management system, based on customer consultation and satisfaction levels, standards of performance, usage and income targets.
15. Generate pertinent information on community profiles and catchment areas for facilities and services.
16. Assist with the process of business planning and review, including the development of performance indicators and contribute to the attainment of quality mark accreditation across the organisation.

## **Special Requirements and Environmental Factors**

1. Be a key player in creating a sustainable business model for site operations.
2. To have a flexible approach and be willing to carry out further functions and roles as required by the management teams.
3. To evidence an understanding of the needs of confidentiality
4. To actively promote equality and diversity
5. To work within the ethos of the Fylde Coast YMCA and adhere to our principles and values

## **Relationships**

6. To attend regular meetings in order to facilitate the general running of the service.
7. To attend appropriate training courses as agreed.
8. To be an active member of the management team.
9. Building strong working relationships with Directors, Senior Managers and the General Management Teams across the organisation.

## **Communication**

10. To promote YMCA Fylde Coast brand and ethos.
11. To report any concerns with regards to breach of confidentiality and bring to their attention any dissatisfaction of working conditions or workload pressures in order that a resolution can be achieved.
12. To maintain internal communication structures, policies and procedural instructions.
13. To communicate regularly with key colleagues through regular reporting, by email, phone and face to face meetings where required.

## **Health & Safety**

As a member of staff you are responsible for the safety and welfare of any staff under your direct control, and you must therefore have knowledge of the Company's Health & Safety Policy and relevant instructions to your area of work. Any matter which you consider requires attention in this respect is your responsibility to report following the correct procedures, or to the Health and Safety Manager. Copies of the current Health & Safety Policy and Safety Procedures are available in the Centre.

**NB.** The above job description is not an exhaustive list of duties. The postholder will be expected to perform various tasks as necessitated by the evolution of the role within the organisation and growth of the overall Fylde Coast YMCA strategy and business goals. The main duties of the post may be reviewed with regards to experience and developments within the organisation; any review will be undertaken in conjunction with the post holder

## PERSON SPECIFICATION

### Assessment Methods:

A – Application, I – Interview, R – References, X – Interview Presentation/Exercise

<u>PERSONAL ATTRIBUTES</u>	Essential (E) or Desirable (D)	Method of Assessment
<u>QUALIFICATIONS</u>		
Degree in either Marketing/Business Studies or a related discipline	E	A
Membership of an appropriate professional body.	D	A, I
Evidence of continued professional development.	D	A, I
<u>EXPERIENCE</u>		
Two years experience of marketing/publicity within the public, voluntary or private sector.	E	A, I, R
Practical experience of using ITC developments to improve service delivery.	E	A, I, R
Planning, delivering and evaluating Sales Campaigns.	E	A, I
Partnership working.	E	A, I
Working within a performance management culture.	E	A, I
Producing high quality promotional material.	E	A, I
Financial planning.	E	A, I
Evidence of successfully managing a team	E	A, I
<u>KNOWLEDGE</u>		
COMPREHENSIVE WORKING KNOWLEDGE OF CURRENT MARKETING PRACTICES.	E	A, I
Working knowledge of CRM & booking systems, including Cinolla & Gladstone	D	A, I
Working knowledge of social media management.	D	A, I
Knowledge of working in the Outdoor Education sector.	E	A, I
Knowledge of working of Hospitality and Tourism sector.	D	A, I
Implementing a brand strategy.	D	A, I
Quality management systems.	E	A, I
Consultation and customer feedback techniques.	D	A, I
<u>SKILLS</u>		
Excellent communication both written and verbal.	E	A, I, X
Organisation and planning, including ability to meet tight deadlines under pressure.	E	A, I
Negotiating skills, with particular reference to external consultants and media service providers.	D	A, I
<u>ABILITY TO:</u>		
Ability to present ideas clearly in written, verbal or graphic form.	E	A, I

Work unsupervised.	E	I
Adapt to change.	E	A, I
<u>OTHER:</u>		
Well developed computer literacy.	E	A, I
An understanding and commitment to equal opportunities in employment and equity issues.	E	A, I
A full driving license and access to a car.	E	A
Lively and outgoing personality	D	I