

Marketing Manager – Attractions, Brand and Digital

• vacancy pack •



Letter from Head of Service

Denbighshire County Council is one of the most progressive local authorities in Wales – led by entrepreneurial leaders and supported by forward thinking Elected Members. We have achieved great successes, modernisation and change over the last 10 years.

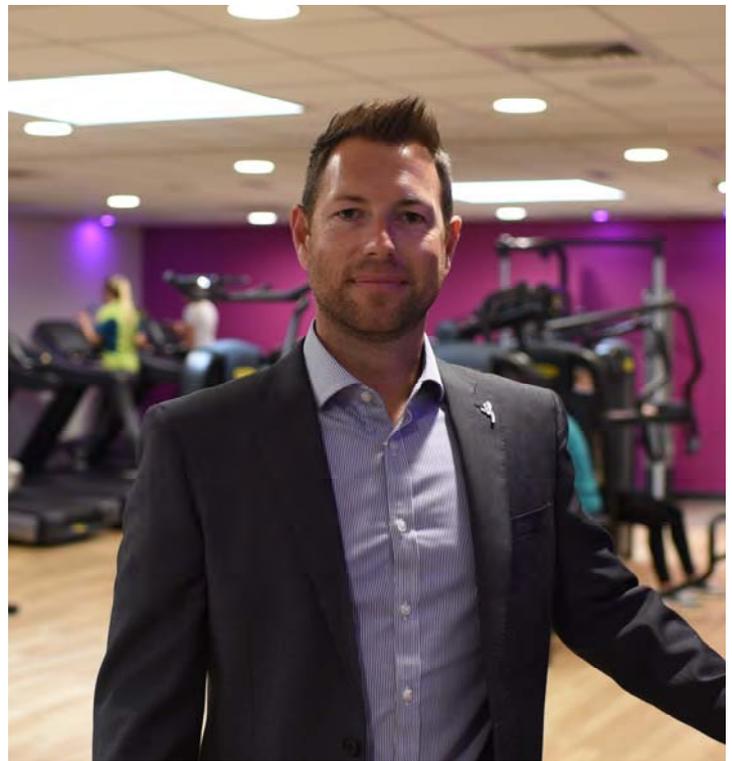
Denbighshire is a county of opportunities and growth, recognised as a leading Welsh Authority and as being a significant and proactive enabler of economic regeneration and prosperity.

Leisure in Denbighshire has been transformed over the last seven years and is now delivering high standards of provision right across the service; offering a new, unique, affordable and commercially sustainable offer, through a highly motivated workforce and facilities that are comparable with the best.

Denbighshire Leisure is far from what you may expect from a typical Council leisure service; we are market leaders, commercial experts, with a range of vibrant and engaging amenities. We have pioneered the £750million UK Leisure Framework, which is becoming a preferred delivery model for leisure design, refurbishment, construction projects for public bodies throughout the UK.

There couldn't be a better time to join, with the opening of the new SC2 waterpark attraction in April 2019, the newly opened 1891 restaurant at the Rhyl Pavilion Theatre, a £1m development in fitness facilities at Rhyl Leisure Centre and an ongoing programme of investment and improvements across our facilities.

As Marketing Manager – Attractions, Brand and Digital, you'll work closely with the Lead Officer for Commercial Leisure to manage and develop the marketing strategy for the Commercial Leisure portfolio. You will create, develop and drive interest in our facilities and attractions utilising all available channels, including digital, print and



public relations, and oversee all marketing, advertising and promotional activity.

You'll be involved in every aspect of marketing, from devising the service marketing plan and segmenting the customer database through to developing and delivering targeted marketing campaigns.

You'll have an extensive background in marketing and proven experience of developing successful integrated campaigns. You'll be adept at understanding your target market and finding new ways of engaging with them and will thrive on the challenge of driving footfall into our venues.

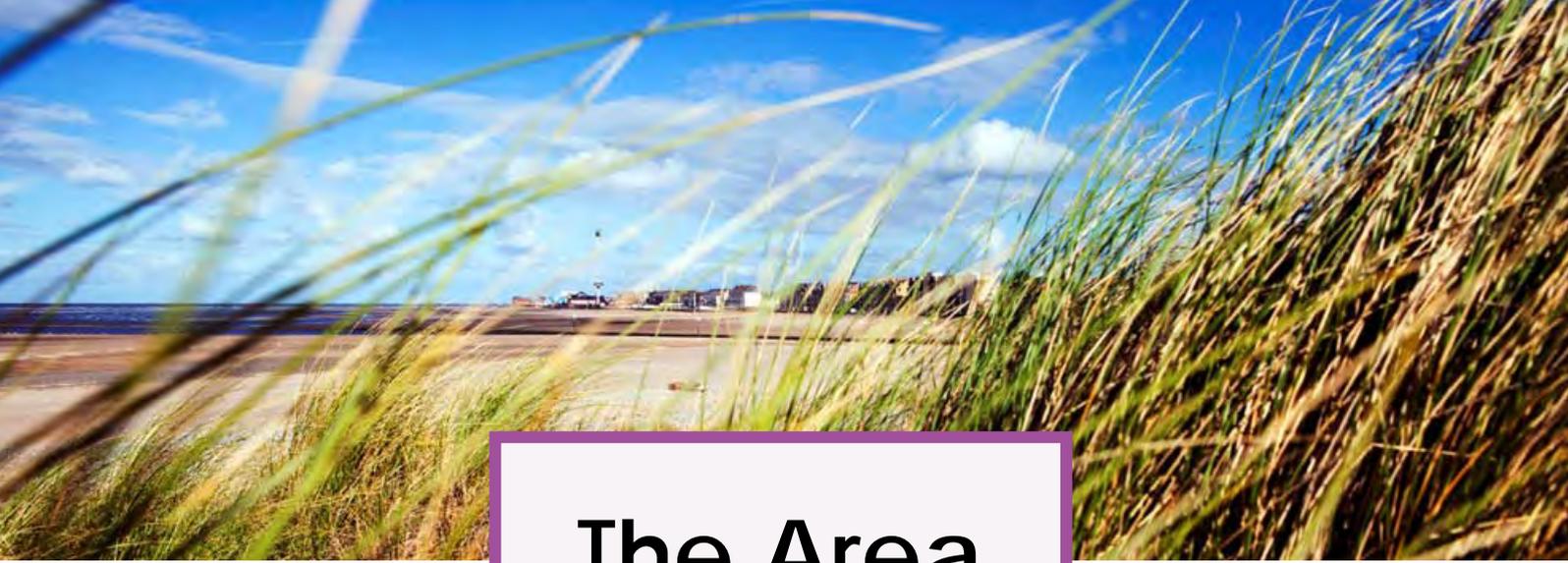
We are looking for someone who can not only deliver operationally, but who also has the vision to define the strategic direction of future marketing plans

We have a proven track record in encouraging and rewarding hard work. Successful employees are supported with opportunities to advance their career and expand their personal experience. I look forward to receiving your application.

Yours sincerely

Jamie Groves

Head of Facilities, Assets and Housing



The Area

Located in scenic North Wales, employees of Denbighshire County Council are in a fortunate position to enjoy the peaceful Area of Outstanding Natural Beauty that runs the entire length of the county, as well as the hustle and bustle of our market towns and coastline.

Ours is a county of contrasting environments, from wild rivers, mountains and forests, to historic castles, lively towns, and stunning beaches boasting blue flag status. Along the A55, Liverpool, and Chester are within an hour's drive, and Manchester is only a further 20 minutes. For an even quicker journey to these destinations, you could easily catch the train which has several stops along the coast.

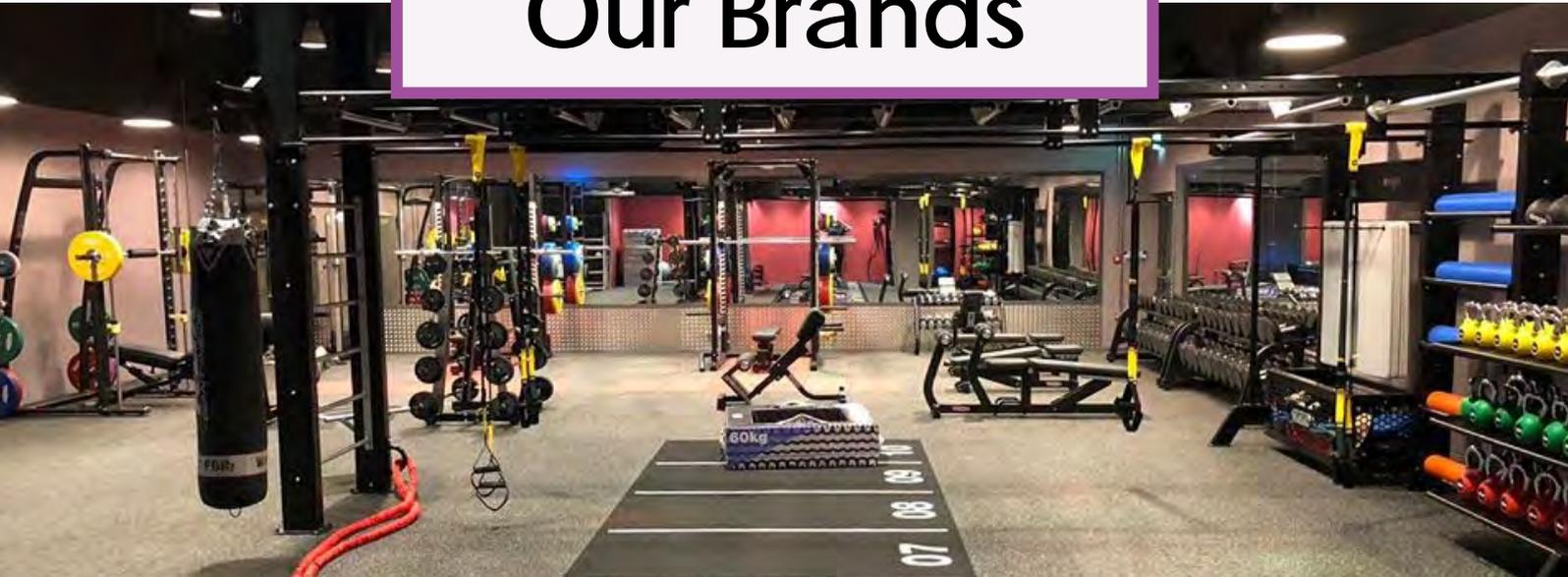
For those looking to pursue active hobbies, Denbighshire can offer a wide range of activities right on your doorstep, including wind-surfing, climbing, paragliding, hiking, kayaking, cycling, sailing, and much more. There is something for everyone here, whether it's shopping and socialising, or joining in with traditions and festivals.

We have a population of 95,000 people, an average house price of c£195,000 (for detached properties), and a number of high performing schools throughout the county.

Denbighshire is a great place to live and work for those looking to start or progress your career journey.



Our Brands



Denbighshire Leisure is already one of the leading leisure brands in the UK. With a sustained programme of investment in existing and new facilities, and a commitment to exceptional customer service, we have an exciting and competitive portfolio that compares with the very best of the private sector.

[See our new Rhyl Leisure Centre fitness development](#)

Alongside our established brand, we have new and emerging brands. Due to open in Spring 2019, SC2 is a multimillion pound waterpark and indoor adventure attraction on the Rhyl Waterfront. It will feature an indoor waterpark, with exciting features and slides, a large outdoor splash pad, the first TAG active indoor adventure play zone in Wales and extensive food & beverage and retails outlets that will attract 350,000 additional visitors into the area each year.



The recently opened 1891 Restaurant and Bar at the Pavilion Theatre has a rapidly growing reputation and recently featured in The Times top places to eat by the sea. As well as offering a high quality theatre dining experience, 1891 is becoming the 'go to' place for people to treat themselves to a delicious meal, or catch up with friends over a cocktail whilst watching the sunset.

We are truly proud of our track record in investing in our leisure facilities. At a time when many other councils are considering closing such facilities, we are delivering ground-breaking new projects and continually taking our offer to the next level. This new role will be key to maximising the commercial potential of these assets and delivering business success.



Marketing Manager - Attractions, Brand and Digital

Grade 10, £34,106 — £38,052 (subject to
evaluation)

Full time, permanent

Based in Caledfryn, Denbigh

Closing date: 13th August 2018

Interview date: 31st August 2018

To apply for this incredible opportunity, please visit www.denbighshire.gov.uk and apply online. If you have any questions relating to this position, please contact Gwyn Hughes, Lead Officer - Commercial Leisure on 01824 712707.

Denbighshire County Council is a Disability Confident Employer and is committed to Equal Opportunities and Welsh Language Standards. We welcome applications made in the Welsh Language. Any applications made in the Welsh Language will not be treated less favourably than any submitted in English. For alternative methods of applying, please call HR on 01824 706200

Job Description

Job Purpose

This role will develop marketing programmes that maximise visitors and revenues for the facilities and attractions within the Commercial Leisure portfolio, including the new SC2 Rhyl Water Park. The role will oversee all marketing for Commercial Leisure and ensure marketing activity across the portfolio is co-ordinated, joined-up and utilising appropriate cross-selling opportunities. The post holder will create strong and recognisable brands and sub-brands within Commercial Leisure in order to maximise returns on marketing investment and ensure our online platforms are delivering maximum reach, revenues and efficiencies.

Resources/Equipment/Material

Revenue: Approximately £100K

Equipment: Exhibition/display stands, cameras, recording equipment, publishing software, branded merchandise.

Supervision/Management of People

Three Officers: Digital & Graphic Design Officer, Senior Support Officer and Pavilion Theatre Marketing Officer.

Employment Checks/ Specific Requirements

Standard safer recruitment checks; 2 satisfactory references covering 3 years employment, evidence of essential qualifications, evidence of Right to Work in the UK

Special Working Conditions

The post holder must have the ability to travel across the County. Although this post is 37 hours per week, given the dynamic nature of the role a flexible approach to core working hours is required, with the potential for occasional weekend and evening working as required. The post holder will be expected to undertake wider departmental role, as necessary, as a member of the Commercial Leisure team. The post holder will be required to work to compressed timescales and always within defined budgets.

Job Description

Principal Accountabilities and Responsibilities

- To develop and strengthen the various brands and sub-brands within the Commercial Leisure portfolio.
- To develop and manage marketing campaigns to maximise visitor volumes and revenues.
- To understand the customer profiles for all facilities and attractions in the portfolio and ensure products and communications are effectively targeted at each identified segment.
- To develop the website, email and social media channels to grow our online presence and increase online transactions and revenues.
- To plan, manage and produce publicity and promotional material and manage a range of online and offline campaigns.
- To develop an annual Marketing Plan for the Commercial Leisure portfolio and ensure effective monitoring and evaluation of all campaigns.
- To ensure marketing activity across the service is co-ordinated, joined-up and maximises cross-selling opportunities.
- To monitor and evaluate all marketing activity against agreed KPI's, ensuring lessons are learned and processes are adapted as required.
- To ensure all marketing activity is delivered to agreed timescales and budget.
- Work with designers externally and in-house to ensure all marketing activity is on brand.
- To provide advice, support and direction for service teams on all marketing matters, and act as a main point of contact for external marketing enquiries.
- To identify and develop strategic partnerships locally and nationally that offer opportunities to enhance our products, brand and reach.
- To develop and deliver an effective customer feedback programme ensuring the results are effectively used to develop the service.
- To research new products and technologies and evaluate their potential for the service.

Job Description

Principal Accountabilities and Responsibilities

- Represent the service at internal and external meetings and forums as required.
- To work proactively to identify new ways of working and challenge the existing methods of service provision in order to reduce future cost pressures and support potential increases in service demand.
- To ensure all marketing plans and activities contribute to the service Business Plan.
- To undertake other duties as required by the Lead Officer commensurate with the grade and the title of the post.

Knowledge, Skills, Training and Experience

- A degree or equivalent in marketing or related field or have significant, wide-ranging experience.
- Experience of delivering marketing initiatives to a Marketing brief.
- Experience of producing marketing materials including print, exhibitions and social media.
- Experience of working to deadlines and delivering effectively.
- Experience of evaluating the effectiveness of marketing campaigns.
- Experience of developing websites that drive engagement and online transactions.
- Sound knowledge of customer engagement and experience of developing social media strategies.
- Highly developed people skills with the ability to work with a wide range of people both internal and external to the organisation.
- Excellent communication skills, both oral and written.
- Experience of delivering excellent customer service.
- Ability to work independently and on own initiative with good organisational skills.
- Must be flexible and able to work under pressure and meet deadlines.
- Must be able to make effective presentations at meetings and forums.
- Must demonstrate a commitment to diversity and equality.

Job Description

Vision/Context

Commercial Leisure is key to the vision of Denbighshire County Council, ensuring that '...by 2025 the County will be an ideal place to live, work, visit...'. Undoubtedly the service will play a key role in the strategic aim of 'Bringing the Council closer to the community'.

Comprising eight leisure centres, a theatre, internationally renowned applied arts centre, GP referral programme, coastal leisure offer and the new SC2 water park attraction, Commercial Leisure plays an important factor in promoting the social, health and economic wellbeing of the area, and is critical to the delivery of an improved quality of life for local residents. The Council also recognises the importance of the continued success of the Commercial Leisure facility portfolio within the wider social and physical regeneration of the County.

Leisure in Denbighshire has been transformed over the last seven years and is now delivering high standards of provision right across the service; offering a new, unique, affordable and commercially sustainable offer, through a highly motivated workforce and facilities that are comparable with the best.

The post holder will not only deliver operationally, but will also have the vision to define the strategic direction of future marketing plans.

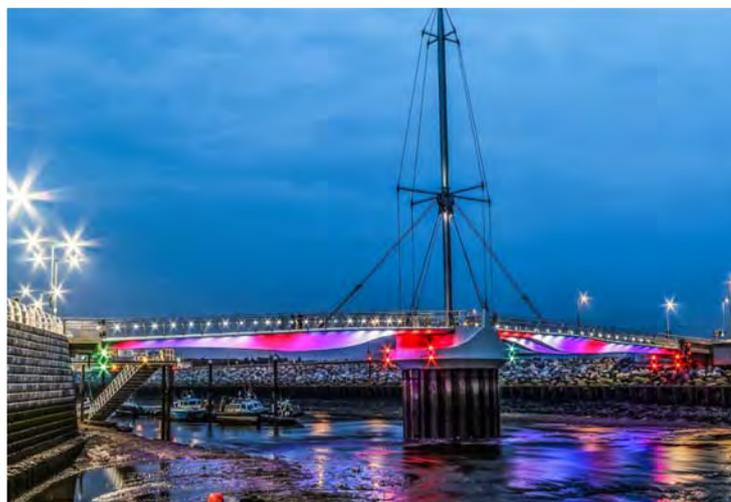
Commercial Leisure facilities & services:

Leisure Centres: Rhyl LC, Prestatyn Nova, Prestatyn LC, St Asaph LC, Denbigh LC, Ruthin LC, Corwen LC & Llangollen LC

Attractions: Pavilion Theatre/1891 Restaurant, Ruthin Craft Centre, SC2 waterpark opening April 2019.

North Wales Bowls Centre

Coastal leisure facilities: Rhyl Harbour, Marine Lake and tenanted properties.



Person Specification

The Person Specification sets out the skills, knowledge and experience that are considered to be necessary to carry out the duties of the post effectively. It will be used in the short-listing and interview process for this post. You should demonstrate on your application form how you meet these criteria as you will only be shortlisted if you meet all of the essential criteria.

Essential Criteria

1. Education and Qualifications

- Degree or equivalent (Level 5 minimum) in Marketing or related field or have significant wide-ranging experience.

2. Relevant Experience

- Experience of brand development and strategy
- Experience of delivering marketing initiatives to a marketing brief.
- Experience of producing marketing materials including print, exhibitions and social media.
- Experience of working to deadlines and delivering effectively.
- Experience of evaluating the effectiveness of marketing campaigns.
- Experience of developing social media strategies and developing websites that drive engagement and online transactions
- Experience of delivering excellent customer service.

3. Job Related Knowledge and Skills

- Highly developed people skills with the ability to work with a wide range of people both internal and external to the organisation.
- Excellent communication skills, both oral and written.
- Must be able to make effective presentations at meetings and forums.
- A working knowledge of regulations in relation to marketing, data protection, print procurement and event management.
- A sound working knowledge of local government.

Essential Criteria

- 4. Personal Qualities**
- Ability to work independently and on own initiative with good organisational skills.
 - Must be flexible and able to work under pressure and meet deadlines.
 - Must demonstrate a commitment to diversity and equality.
- 5. Other Requirements**
- The ability to travel across County.
 - The ability to work flexibly e.g. attend evening / weekend events and meetings as required.
 - Empathy with the Welsh Language and Culture



**Thank you for
your interest**

Denbighshire County Council

Customer Services : 01824 706000

Website : www.denbighshire.gov.uk

Instagram : CyngorSDd_DenbighshireCC

Facebook : Denbighshire County Council

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