

Head of Business Development ~ Background Information

THE ORGANISATION:

Oldham Community Leisure Limited (OCL) is an award-winning charitable Leisure Trust operator delivering a broad scope of services all focused on helping people live healthier, more active lives. Over the last decade we have transformed the organisation to be recognized as one of the leading operators in terms of National Benchmarked parameters for efficiency, effectiveness and customer satisfaction within our sector, and as an organisation we base our continuous improvement predominantly around the customer experience.

We currently manage 7 Leisure facilities, including a stand-alone commercial gym and also supporting out-of-hours community use in an independent secondary Academy.

Our positive impact outside of the facilities we operate is also a key part of our DNA; OCL have recently been awarded significant funding to deliver Community-based wellbeing programmes across the town and we pride ourselves in our engagement with groups and individuals who need support and encouragement in their personal journey towards a healthier, more active life.

OCL has a proud history of leading on effective collaboration and its Executive Team members have a key part to play in that journey. As an organisation, we are represented on 'GM Active', the regional collaboration of Operators across Greater Manchester, we sit on Oldham's wider Leadership Board as well as the Health & Wellbeing Board, and OCL's Chief Executive is also Chair of Community Leisure UK (formerly SPORTA), the trade association for charitable leisure and cultural trusts across the UK.

As a result of the departure of a long-standing member of the Executive Team, we are now seeking a replacement for what is a key role in the organisation.

SUMMARY ROLE DESCRIPTION:

The new Head of Business Development will be accountable for overseeing the management of the following business functions:

- Marketing & Promotion
- Sales and Commercial Partnerships
- Customer Contact Centre
- Public Relations and Social Media
- Sponsorship

The successful applicant should have the ability to motivate, develop and influence all those who work around you, with a “can do” attitude.

Applicants should have previous experience as a Senior Manager, ideally within the leisure industry, with a proven track record of developing business and improving the customer experience. Individuals should lead from the front and have a flexible approach to work along with experience of IT Support Systems including Front of House systems.

As in any business, there are areas we are good at and some which we feel we have potential to improve further at any one time; potential areas to improve at the moment are digital media, event programme development and the ability to articulate the benefits of service to our customers and stakeholders. Skills in these areas would clearly add value to the team. Essential is the capacity to flex the focus of the role to meet the needs of the business, as is an ambition to keep OCL at the cutting edge of the sector in an ever crowded market place. Attention to detail, and a drive to continually improve are essential traits for this role.

You will report performance of your area directly in at Board level and all members of the Executive Management Team, including the CEO, share the same office and are visible around the sites. The culture is to support each other and work collectively to improve the business.

YOUR PLACE ON THE TEAMSHEET:



SUMMARY OF TERMS AND CONDITIONS:

- Salary: **£44,038** plus defined contribution Pension Scheme
- Hours of work: 40 per week, flexible to meet business needs
- Annual Leave: Up to 30 days, plus bank holidays (dependent on service)
- Other Benefits: Travel paid for journeys outside the Borough
Free use of facilities
Generous terms for sickness, maternity/paternity, etc.
Potential eligibility for relocation payment

For an informal discussion about the role, contact the Chief Executive, initially by email stuart.lockwood@ocl.co.uk to arrange a call.

Applications forms are available online at: www.oclactive.co.uk/vacancies

Key information about the organisation can be found online at: <https://oclactive.co.uk/about-us>