

Job Description



Job Title: Marketing Manager

Department: Marketing and Communications

Reporting to: Head of Marketing and Communications

Direct Reports: Marketing Officer

Location: Sport Park (Loughborough)

Salary: Grade 7

Job Purpose:

Craft compelling marketing and PR strategies that differentiate our products and/or services in a competitive marketplace, aiming to foster loyalty, long-term customer relationships and commercial growth.

Values:

We include



We are ambitious



We collaborate



We do what's right



Key responsibilities

- Develop and execute B2B marketing strategies working in collaboration with the commercial team and wider B2B division ensuring alignment with market needs, sales and revenue objectives.
- Lead end-to-end multi-channel marketing initiatives and campaigns to drive sales, awareness and customer engagement in Swim England products and services.
- Lead the creation of the B2B promotional plan including targeted content, sales collateral, advertising, case studies, and thought leadership materials, tailored to support lead generation, product launches and commercial activities.
- Develop good working relationships with key stakeholders within the swimming sector.
- Stay up to date on the latest market trends, consumer behavior and competitor activity tailoring marketing efforts accordingly.
- Produce and distribute press releases, broadcast advisories, articles and features that raise the profile of Swim England in B2B media titles.
- Manage campaign ambassadors and spokespeople, providing adequate media briefings and key messages.
- Manage external marketing, PR, advertising and/or print agencies, creating campaign briefs, setting objectives and ensuring delivery against agreed KPIs.
- Manage the appropriate marketing budget ensuring optimal allocation of resources and a strong ROI on campaigns and initiatives.
- Work closely with the insight team to ensure deep understanding of our core audiences, utilising data-driven insights to segment audiences and create engaging campaigns.
- Deputise where required and relevant for the Head of Marketing and Communications.
- Responsible for following the brand guidelines and being a brand advocate.

Skills and experience required

Essential

- Comfortable working across the full marketing mix.
- Proven experience in planning and delivering successful marketing campaigns.
- A strong PR background with experience in working with journalists to secure coverage for products and services.
- Experience collaborating with commercial and/or sales teams and driving lead generation.
- Proven ability to influence others and build relationships with a range of stakeholders.
- Experience in working with external agencies, setting objectives and KPIs.
- Excellent end-to-end project management skills, with the ability to juggle multiple campaigns and deadlines.
- Strong copywriting skills with the ability to craft messages that resonate with your target audience.
- A proactive, positive and flexible approach to work. Have a strong sense of ownership of responsibilities and initiative toward consistently improving workflows.
- Proven track record of leading and developing a team, both through project management and line management.
- Confident in analysing data and using learnings to guide decisions, measure success and improve future campaigns.
- Flexible approach to work and willingness to travel as required.
- Proficient in Excel, PowerPoint and Word.
- Educated to undergraduate degree level or equivalent.

Desirable

- An understanding of swimming and / or the leisure sector.
- CIM professional diploma or above.