



Holywell Leisure Centre Canolfan Hamdden Treffynnon

Holywell Leisure Centre

North Road

Holywell,

Flintshire,

CH8 7TQ

Tel/Ffon: 01352 355100

contactus@holywelleisurecentre.com

Charity number 1170729 Rhif Elusen

Canolfan Hamdden Treffynnon

Saved, Renewed & Resilient.

Ffordd y Gogledd

Treffynnon

Sir Y Fflint,

CH8 7TQ

<https://holywelleisurecentre.com>

email Chair/ebost Cadeirydd:

leisurecentreholywell@gmail.com

Job Title: Communications and Marketing lead

Job spec overview:

We are looking for a confident and enthusiastic communicator preferably with a track record of excellent communications and imaginative marketing campaigns. Welsh language preferred but not essential.

This exciting role will report into a charity board of trustees, to provide internal communications expertise and external marketing support. The successful candidate will be responsible for driving forward our communications activity and ensuring that it is aligned to the Centre's brand communications, social engagement strategy & PR activity.

This is initially a six month appointment on a consultancy basis with approximately a flexible 20 hours per month commitment.

Responsibilities:

Plan and deliver a marketing and communication strategy that will raise the profile of HLC / CHT in the local and wider community and help drive increased income generation.

We need an active and imaginative social media user but one also aware of the varied age and technical profiles of centre users.

We need a lead who can organise and publicise special events and programmes and who is able to spot, plan and lead on opportunities for more user custom.

There is a need to liaise with clients, local press and to support, train and communicate with leisure centre staff.

Oversight:

The role will be overseen by a Board member and there will be a need to communicate regularly and to attend some board meetings .

It is essential that you have the following skills.

Be an excellent communicator, preferably with experience of delivering internal and external communications.

Understanding of social media, press release and newsletter publishing.

Strong influencing and interpersonal skills.

Direct experience of writing and editing copy.

The ability to communicate and build strong and credible relationships at all levels.

The ability to think creatively and laterally, with a motivated and enthusiastic approach.

Understand the need and requirements for promoting the Welsh Language.

Be aware of our charitable status and aims.

About Holywell Leisure Centre

The County established the centre in the 1960s and by 2016 it was running at an annual deficit. To avoid closure the County sought to transfer the asset to the community. Community activities to protect the centre began in 2014 and the Charity was established in 2016 with the asset being transferred to HLC-CHT on April 1st 2017.

The Charity is a not-for-profit Charitable Incorporated Organisation and has a Board of volunteer Trustees who oversee and set the strategy and goals for the business. The Board employs a dedicated team of staff led by Manager, Chris Travers.

The centre continues to broaden its range of activities beyond sport and physical fitness and includes a library, café, soft play area and is a base for NHS post discharge support activities. The centre is a base for a multitude of club-based activities e.g. competitive swimming, dance classes, indoor bowling, martial arts. It has grown its provision for general community craft and social groups and has provision for the hire of meeting spaces for clubs, businesses, and educational forums. We have grown the representation of all age groups in our customer profile.

The Charity has overseen several major capital improvements to the building, delivers access to the sporting facilities at the new high school, obtained grant support and has delivered a surplus for each of its first four years.

Application process:

STEP 1 Provide a CV detailing your experience and interest in this role

Provide a brief outline of how you'd set about establishing the role and ideas for supporting increasing footfall.

Send to Helen Crich helenmcrich@outlook.com by February 15th 2021

STEP 2 Short listing and an opportunity to meet Board members either face to face or online depending on restrictions.

STEP 3 Interview

Our Mission: By community action create a resilient not for profit enterprise for future generations.

Our Vision: For Holywell and all its communities by their joint and determined voluntary actions create an attractive sporting, leisure, learning and fitness facility accessible to everyone and to improve the economic and social wellbeing of the wider community.



PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
EDUCATION, TRAINING AND QUALIFICATIONS		Educated to level 4 or equivalent Appropriate Marketing qualification and/or training
EXPERIENCE	Experience of marketing using digital output and new media Experience of working with Content Management Systems Experience of managing social media accounts	Previous experience working for a membership organisation Experience of working with and supporting a workforce
SKILLS, KNOWLEDGE, ATTITUDE	Knowledge and awareness of trends in digital marketing Excellent working knowledge of the main social networking sites and a passion for social media and the web Excellent IT skills Excellent communication and interpersonal skills. Excellent planning, prioritising, problem solving and organisational skills Ability to work under pressure and to deadlines Ability to work independently using own initiative and as part of a team Ability to demonstrate a commitment to the organisation's purpose, vision, guiding principles and values	Knowledge and understanding of Content Management Systems Good creative skills with demonstrable knowledge of all Adobe Creative Suite apps
WORKING PATTERN -	Willing to work flexibly, including occasional weekend and evening work if required.	
OTHER REQUIREMENTS	An awareness of and positive attitude towards Welsh language and culture.	Ability to communicate effectively in Welsh.