

## Job Description

**Post Title:** Marketing Manager  
**FTE:** 0.6 (working 24 hours per week)  
**Grade and Salary:** HSV 6 plus Performance Related Pay  
**Department:** Marketing  
**Responsible to:** Senior Marketing Manager  
**Responsible for:** N/A

## MAIN PURPOSE OF THE JOB

The Marketing Manager will have responsibility and accountability for marketing sport and physical activity to designated areas of our business from a range of target markets including students, staff and the wider community. You will be responsible for developing marketing plans that assign resources to ensure that income and participation targets are met for all areas of the Sports Village, HertSquad and Performance Herts.

The Marketing Manager will work with all staff in the sales and marketing team, ensuring that this work directly contributes to achieving agreed income and participation targets. You will work closely with all staff to ensure marketing is integrated into every area of our business.

The post holder will demonstrate a Service Excellence mindset by providing consistent, efficient, high quality and customer-oriented service to all customers of the Sports Village through the implementation of agreed operating procedures and standards, ensuring that the customer is at the heart of every decision.

## DUTIES AND RESPONSIBILITIES

| Key Results Areas and Tasks  | Key Performance Indicators & Measures   |
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| <b>Marketing and Business Planning/Strategy</b><br>Develop and implement marketing and sales plans for the Sports Village and University of Hertfordshire sports services. Ensure that a planned schedule of marketing, promotional and PR activity is in place that delivers the budgeted income and participation targets for areas of the Sports Village assigned to them.<br>Ensure that a 12-month rolling marketing plan is created that clearly assigns the marketing budget to areas that require increases in or protection of income or participation. Report on the success of marketing activity planned once implemented. Construct, develop and implement integrated marketing campaigns for all areas aimed at improving income, participation or retention, ensuring that customers are at the heart of every decision.<br>Evaluate and report on the effectiveness of marketing activity on a regular basis and create relevant reports for the Senior/Middle Management Team detailing income levels, new members and recommendations for future activity.<br>Proactively manage the flow of information from all internal and external stakeholders to ensure that marketing materials are on time and in budget. | 12-month rolling marketing plan is developed and updated monthly, taking into account results of the previous month's marketing activity.<br>Marketing plans reflect the priorities identified in the relevant sports strategy documents.<br>Marketing plans include traditional, digital and e-commerce activity.<br>Marketing and promotional materials are on brand, targeted at the correct market and represent the product or service being marketed.<br>Increased participation levels for all areas where usage or participation improvements are required. |

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|   | <p>Social networking strategy is created, and staff are trained on how to use social media to best effect.</p> <p>Create marketing review documents for senior management.</p>   |
| <b>Market Research and Insight</b>  |  |
| <p>Responsible for working with various departments to create and implement a planned programme of insight-led market research, using real customer insight, with helps the Sports Village understand its current and potential markets and grow or protect income or participation.</p> <p>Ensure that new products and services that are developed meet the needs of current and prospective customers at all times.</p> <p>Prepare and present market analyses and recommendations as a result of that research.</p>               | <p>Insight-led market research is included in the 12-month rolling marketing plan and undertaken as required.</p> <p>All market research demonstrates an insight-led approach.</p> <p>Market research and insight is used to develop and shape new and existing products and services.</p>   |
| <b>Commercial and Business Management</b>   |  |
| <p>Setting objectives, in conjunction with the Head of Marketing and New Business and Senior Marketing Manager, and the managing the sales and marketing budgets.</p> <p>Assist with seeking and securing new business opportunities both within the University and also with outside agencies, organisations, clubs and associations.</p> <p>Assist in developing existing and creating new corporate membership leads and relationships with local companies to grow corporate membership sales and associated income.</p>          | <p>Meaningful and accurate market research produced regularly, with evidence of action plans as required.</p> <p>Net Promotor Score improvement year-on-year.</p> <p>Increased number of corporate members and number of corporate accounts.</p>   |
| <b>Team and Activity Management</b>   |  |
| <p>Be a role model for sales and marketing with the knowledge and excellence to market and promote all Sports Village products and services.</p> <p>Be involved in the recruitment, induction and development of employed sales and marketing staff to ensure that they have the right capabilities, attitude and enthusiasm to deliver revenue, service, quality, membership and retention targets.</p> <p>Representing the department on internal and external work groups and for development opportunities in relevant areas.</p> | <p>Demonstrable knowledge of sales marketing.</p> <p>Development of team and self through relevant CPD.</p> <p>Achievement of all revenue, service, quality, membership and retention targets.</p> <p>Processes in place that can be used to undertake key tasks relating to sales and marketing.</p> <p>Evidence of sales of wider products and services.</p> <p>All activity planned and delivered will follow engagement with all relevant teams so that staff from all</p> |

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|  | areas of the Sports Village understand the products and services being offered and have been included in the planning of these.   |
| <b>Service Excellence</b>  |   |
| To embrace a Service Excellence mind set, demonstrating our values, standards and behaviours towards both colleagues and customers.  | Net Promotor Score (NPS) mystery shopping results, customer and colleague feedback.   |
| To prioritise delivering an exceptional experience to every customer, every time.  |   |
| To adopt a positive mindset and commit to continuous improvement through giving, welcoming and responding to colleague and customer feedback.  |   |
| <b>Communications</b>  |   |
| Establish an effective communications plan to maximise the use of resources available that include UH Sports staff, Hedgehog membership and booking system, the University departments and companies and specialist external agencies. | Communications plan is in place and updated monthly to reflect successes of previous months.  |
|  | Internal University of Hertfordshire communication channels are used effectively and internal knowledge of the products and services we offer is widely known by staff. |

## OTHER TASKS

To contribute positively to the development of the wider UH Sport and Hertfordshire Sports Village business.

Undertake any tasks or additional responsibility that the Senior Marketing Manager may deem appropriate to the level of the post.

## SUPERVISION RECEIVED

The Marketing Manager will work under the direction of the Senior Marketing Manager. The level of this post requires the post holder to work under their own initiative.

## SUPERVISION GIVEN

The Marketing Manager will provide marketing advice and support to all areas of the business.

## RELATIONSHIPS/CONTACTS

**Internal** - all customers and potential customers of the Sports Village; HSV colleagues; staff from different areas within the company; staff within the University including academics, management, support services and subsidiary companies; staff from the PFI partner company (Pinnacle); other internal suppliers of services.

**External** - Clubs, organisations and individuals who use or could use the facilities and services. Customers from the community, businesses and business organisations, local authorities, including education and leisure services, external agencies and suppliers, professional and amateur sports clubs and organisations, local and national media.

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## **TERMS AND CONDITIONS OF EMPLOYMENT**

### **Conditions of Service**

Hertfordshire Sports Village and other sports activities within the University of Hertfordshire are managed by Polyfield Property Ltd., which is a wholly owned subsidiary company of the University of Hertfordshire. The terms and conditions of employment are reviewed by the Board of Polyfield Property Ltd.

### **Hours of Work**

This post is a part-time position (0.6 FTE) consisting of 24 hours per week on a 12-month fixed term basis. Actual working hours will vary as per business requirements. This position requires the post holder to be flexible and when necessary, support the staff on shift, at times offering cover, which may include early mornings, evenings, weekends and bank holidays. Time off in lieu (at flat rate) is given for hours worked in excess of the standard week.

### **Annual Leave**

The annual leave year runs from 1<sup>st</sup> October to 30<sup>th</sup> September. Staff are entitled to 23 working days paid holiday (pro rata for part time contracts) during the course of the holiday year. After two years continuous service, holiday entitlement will increase to 24 days and after four years an additional 2 days are awarded. Time off in Lieu will be awarded (at flat rate) for hours worked on bank holidays.

### **Salary: HSV6 plus Performance Related Pay**

An annual pay increase to recognise the cost of living/inflation will be paid subject to approval by the Board of Polyfield Property Ltd. The post is subject to performance review and may qualify for a performance related bonus after completion of a probationary period. Salaries are paid in arrears by credit transfer to a named bank or building society

There will be the ability to move up through the salary grades as knowledge and experience grows within the role and agreed set criteria met. This will be monitored through regular one to one and appraisal meetings.

### **Pension**

The Company will comply with any automatic enrolment duties it may have in respect of you under part 1 of the Pensions Act 2008. The Company is currently using the National Employment Savings Trust (NEST) pension scheme in respect of these duties.

Membership of the scheme is strictly subject to the rules of the scheme which may be amended from time to time.

If you are enrolled into the NEST pension scheme, the Company shall be entitled to deduct from your salary any amounts payable by you as member contributions.

The Company reserves the right to vary or discontinue any scheme in place from time to time.

### **Additional Benefits**

Staff are welcome to use the facilities at Hertfordshire Sports Village in accordance with our staff usage policy. Staff may also nominate one person to receive a discounted membership.

A uniform is provided for all appropriate staff.

As a subsidiary company of the University of Hertfordshire staff may utilise all benefits open to UH staff, this includes access to catering outlets and Learning Resource Centre, discounted travel on Uno buses, access to discounted nursery facilities. Staff may also access courses run by the Staff Development Unit, University and Associated Colleges, assuming this does not conflict with requirements of your post.

There is a sick pay/sick leave scheme in operation.

This document outlines the duties required, for the time being, of the post entitled Marketing Manager to indicate the level of responsibility. It is not intended to be a comprehensive or inclusive list and the Senior

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Marketing Manager may vary duties, from time to time, which do not change the general character of the job or the level of responsibility entailed.

## PERSON SPECIFICATION

**Post Title: Marketing Manager**

| Education & Qualifications  |           |
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| A-levels (or equivalent qualification)  | Essential |
| Degree in a marketing or sports related area or equivalent demonstrable experience  | Essential |
| CIM MSM or other marketing qualifications   | Desirable |
| Experience  |           |
| Experience of working in a customer interface environment   | Essential |
| Experience of successful marketing planning with proven positive impact on income, including the use of traditional and e-commerce marketing initiatives  | Essential |
| Experience of working in a sales and marketing environment  | Essential |
| Experience of production of publicity, marketing collateral, advertising and press releases   | Essential |
| Experience of undertaking web and social media updates and writing for the web  | Essential |
| Experience of working with designers to create marketing materials  | Essential |
| Direct experience of liaison with customers in a sales and/or marketing environment   | Desirable |
| Experience of working in student sport and/or a sports development role   | Desirable |
| Experience of undertaking market research and using the results to plan marketing activity  | Desirable |
| Experience of organising events   | Desirable |
| Experience of managing budgets  | Desirable |
| Skills & Abilities  |           |
| <b>Achievement Focused</b><br>Understands how individual and team performance produces results and continually strives to deliver and exceed goals and objectives. Has a visible determination to contribute and achieve and so adopts a proactive approach to work. Is a self-starter and consistently maintains high levels of activity and productivity. Is able to bring drive, focus and discipline into their role and inspire and energise others to behave similarly. Is passionate about the products and services | Essential |
| <b>Innovative</b><br>Is able to think up fresh innovative ideas and solutions to improve business performance. Is able to seek out and explore new opportunities to improve ways of working, new products and services, and identify a range of solutions to think about how to achieve better results. Is creative in thinking, but realistic and presents commercially viable successes   | Essential |
| <b>Commercial Awareness and Business Acumen</b><br>Has a high level of commercial aptitude and financial acumen. Is continually aware of market conditions and the competition, and understands how to use  | Essential |

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| knowledge, excellence and expertise to maximise success in product offering and service  |           |
| <b>Communication and Influence</b><br>Is able to communicate openly and effectively at all levels in the business, engaging others to understand what is being communicated. Drives two-way communication across their teams and wider colleagues, thereby enhancing working relationships. Has impact and credibility, using knowledge and expertise to influence all levels to achieve results. Understands how to adapt their style and tone to the audience and can be persuasive and convincing in approach                             | Essential |
| <b>Relationship Management and Teamwork</b><br>Is able to build effective working relationships at all levels with ease. Is approachable and flexible in style and is respected by others. Is comfortable in managing stakeholders, the team and customers, using their knowledge, demonstrating their capability, and clear communication skills. Is a team player, and a visible member of staff across the business. In addition to being an effective marketing professional, happy to present to large stakeholder groups at all levels | Essential |
| <b>People Management</b><br>Is able to demonstrate an open and approachable management style and is able to engage and effectively lead their teams, setting objectives and direction to enable the delivery of key results. Is supportive and identifies opportunities for developing performance and potential   | Essential |
| <b>Attention to Detail</b><br>Is accurate in approach to work, especially when working at pace or under pressure of work. Is numerate in thinking, and able to identify trends, what it represents, and instigate action based on the detail   | Essential |
| Excellent interpersonal, management, technical, communication, presentation and customer care skills   | Essential |
| Able to work under pressure with attention to detail   | Essential |
| <b>Our Values</b>  |           |
| Always demonstrates our WELCOMES values:<br><b>Welcoming</b><br><b>Extra Mile</b><br><b>Leadership</b><br><b>Consistency</b><br><b>Open &amp; Honest</b><br><b>Memorable</b><br><b>Enthusiastic About Continuous Improvement</b><br><b>Sport First</b>   |           |