

JOB DESCRIPTION

JOB TITLE	-	Modern Apprentice - Outreach and Engagement
DEPARTMENT	-	Business Development
TEAM	-	Marketing
WORKING BASE	-	Worthing Leisure Centre
RESPONSIBLE TO	-	Marketing Manager

OVERALL PURPOSE OF JOB

Managing Outreach, including developing spread sheets for planning, implementation and analysis. Engagement with corporate events, wellbeing groups and event organisers to ensure positive exposure.

Key areas of responsibility

- 1) To assist the Marketing Manager to identify outreach events and produce and update outreach calendar
- 2) To contact suitable partners and arrange reciprocal working arrangement at events
- 3) To co-ordinate the sales and fitness staff required to staff each event.
- 4) To be responsible for ensuring suitable promotional materials for outreach events, including stock taking, ordering and storage
- 5) To develop spread sheets and disseminate data for presentation at business development meetings and for reference and comparison year on year
- 6) To arrange and manage 'Internal events' calendar, liaising with facility staff to populate calendar and distribute materials as per campaign list
- 7) To be responsible for a small budget with the Marketing Manager
- 8) To assist with external data capture and analysis as directed by the Marketing Manager with a view to reaching out to new audiences and developing our portfolio.
- 9) Undertake other duties as may reasonably be allocated by the Marketing Manager and Business Development Director

Customer Service

- Ensure that a high level of customer service is maintained by being helpful, courteous and knowledgeable about products sold and building customer loyalty with regular visitors

General

- To undertake other duties appropriate to the post that may be requested from time to time by the Line Management and in line with the trust policies
- To undertake relevant training when required.

Other

- To undertake evening and weekend working as and when required.
- To comply with agree policies and guidelines relating to personnel, recruitment, management, discipline or dismissal
- Full Driving Licence and use of own car is essential, mileage allowance will be paid.