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**JOB DESCRIPTION**

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| **JOB TITLE** | **MARKETING & COMMUNICATIONS COORDINATOR**  |
| **SALARY** | **SCALE F** |
| **RESPONSIBLE TO** | **Commercial Manager** |
| **TEAM** | **Business Management**  |
| **DATE REVIEWED** | **September 2024** |

As Marketing & Communications Coordinator, you will be responsible for driving brand awareness across all channels. Particular focus will be around utilising digital channels (website, social media, app) to grow the reach, maximise engagement, and to contribute to lead generation and sales conversions.

**Job Purpose**

* To create compelling and visual appealing content with a focus on graphics, images and video for digital channels, including website, app and particularly social media.
* To create engaging and informative member communications to support member engagement and brand messaging.
* To support the Business Management & Operational Teams with the development and implementation of the Volair marketing strategy.
* To support the maintaining and developing of the Volair website and mobile app to ensure up to date marketing is present across all digital platform and physical platforms.
* Contribute to lead generation and sales conversions through effective marketing efforts.

**Duties and Responsibilities**

*This is not a comprehensive list of all the tasks, which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.*

* In conjunction with the Commercial Manager to lead brand development and the effective marketing of all venues within Volair.
* Support with the Commercial Manager to produce and implement annual marketing plans, sales and retention strategy for Volair.
* Support the Business Management Team to devise and implement strategy around membership sales and retention functions, ensuring maximum value for money for users, increased footfall, improved sales and retention and reduced attrition.
* Create engaging digital content, with a focus on graphics, images and video for digital channels, including website, app and particularly social media.
* Monitor and manage Volair social media accounts, responding to comments, messages and inquiries in a timely and professional manner.
* Assist in developing and executing social media strategies to enhance brand awareness and engage our target audience.
* Conduct market research and stay up to date with industry trends to identify opportunities for social media growth and innovation.
* Collaborate with other departments & partners to coordinate social media campaigns, ensuring consistency and brand messaging.
* Analyse social media performance using analytics tools to track key metrics, identify trends and provide actional insights for future campaigns.
* Stay informed about the latest social media platform updates, algorithm changes and best practices and apply this knowledge to improve our social media presence.
* Monitor competitor social media activities and industry benchmarks to identify areas for improvement and stay ahead of market trends.
* Support the development and implementation of social media advertising campaigns, including ad creation, targeting and optimisation.
* Assist in organising and executing social media competitions, giveaways and other promotional activities to drive engagement and expand our online community.
* Proactively increase positive brand awareness via digital communication channels such as social media, website, paid media, Google ads and SEO.
* Support the Management Team to monitor, evaluate and report all work based on financial and customer satisfaction targets including attrition, retention, attendances etc.
* Analysis of data and provision of insight gathered.
* Represent the business management team in relevant meetings and working groups.
* Support outreach programmes to organisations and events with a view to increasing membership sales.
* Provide sales and promotional support for Volair Leisure and other related services as directed by the Commercial Manager.
* Ensure an effective and efficient distribution network for all promotional material.
* Support the upkeep and development of the Volair website.
* Identify, write and distribute content for both external and internal communications channels including but not exclusively marketing emails, website content, app and social media.
* Assist with external data capture and analysis with a view to reaching out to new members.
* Support Managers in delivering and evaluating the effectiveness of day-to-day marketing activities.
* Undertake any other duties commensurate with the post and grade which contribute to the general purpose and objectives of the business.

**General Responsibilities**

* To liaise with staff and management within the company or other agencies as required.
* To uphold equal opportunities in employment, in advice and in service delivery
* To comply with all requirements of the Health & Safety legislation and Volair policy, taking appropriate action where necessary
* To comply with the company’s Standing Orders and financial regulations

**Health and Safety**

* To use equipment as instructed and trained
* To inform management of any health and safety issues which could place individuals in danger