

Job Title	Marketing Executive
Job Reference Number	YT2550
Closing Date	Sunday 2 November 2025
Interview Date	w/c Monday 10 November 2025
Location	Hybrid Working – Office and Home
Pay Band	Band 4, £29,094 - £32,591 per annum (pro-rata if part time)
Hours of Work	25 hours per week
Accountable To	Head of Marketing & Communications
Accountable For	Not Applicable
Special Conditions	The post-holder is expected to be flexible to ensure that the needs of the business are met at all times and evening, weekend and Bank Holiday working will be required as directed by the service. All positions are subject to a DBS Check appropriate to the role. Fixed Term Contract until March 2028

1. PURPOSE OF THE JOB

The purpose of the job is to provide a professional, efficient and high quality service to customers of Your Trust. This includes supporting the Head of Marketing and Communications and colleagues within the charity taking responsibility for key projects and the development and delivery of a range of campaigns to support the charity's purpose inspiring more people to live active, happy, healthy lives. The role will focus on the community outreach work that we do within the borough and Your Trust Leisure Centres – Heywood Sports Village, Littleborough Sports Centre, Middleton Arena and Rochdale Leisure Centre supporting initiatives across Your Trust for health, wellness, sport and physical activity.

2. DUTIES AND RESPONSIBILITIES

- a) To create and implement multi-channel campaigns ensuring all communications are accurate, on brand, and consistent with marketing positioning and key messaging;
- b) To undertake timely and accurate briefing, proofing and feedback on all marketing activity;
- c) To monitor budget spend to ensure return on investment;
- d) To build good working relationships and work effectively with a range of external partners including design, print, media, digital and events;

- e) To be a Brand Champion and act in advisory role to partners and other teams on brand, look and feel and tone of voice;
- f) To support the Head of Marketing and Communications in delivering effective content management across all available channels, including website, social media, e-marketing and partnership programmes;
- g) To use local and national data and insights to support local marketing and communications and provide data-driven information to support delivery of the charity's strategic business plan;
- h) To support all internal communication activities;
- i) To ensure Your Trust have appropriate marketing and PR archives and content including up to date media lists, press kits, collateral, photo and video library, newsletters, brochures, desktop publishing and all matters relating to marketing and PR;
- j) To have a "can do" approach to work and to be a pro-active and helpful member of the team;
- k) To represent the Marketing and Communication team and the Trust and deputise for the Head of Marketing and Communications as required;
- l) To have a sound understanding of marketing principles to ensure that activity undertaken is compliant with legal practices and marketing codes and to keep abreast of the latest professional developments and be committed to continuous professional and organisational development.

3. ADDITIONAL DUTIES

- a) Data Quality - To ensure that Your Trust policy and procedures in respect of Data Quality are adhered to consistently and at all times in respect of any data collected or used in the planning and delivery of services.
- b) Equality & Diversity - To work in accordance with Your Trust policy and procedures relating to the promotion of equality and diversity and to ensure that these are effectively and pro-actively applied in the delivery of all facilities and services.
- c) Health, Safety and Welfare - To be responsible for the health, safety, and welfare of self and other persons who may be affected by job holder's actions or omissions whilst at work. Additionally, be responsible for maintaining and implementing the requirements of the Health and Safety at Work Act and for the execution of any duties and responsibilities attached to the job within the company's health and safety policy and procedures. A high standard of personal hygiene and personal presentation is required at all times.
- d) Performance Management - To promote and practice a performance management culture within all facilities and services, including the setting and achieving of team and individual performance targets and the implementation of robust monitoring, evaluation

and reporting systems.

- e) Relationships - To promote positive working relationships with all internal and external parties.
- f) Training and Development - To participate in any training initiatives in relation to the duties of the post and ensure that personal qualifications are kept valid via attendance on training as provided by the service as reasonably practicable.

PERSON SPECIFICATION

Note to Applicants

The **Essential (E)** criteria are the qualifications, experience, skills or knowledge you must show you have to be considered for the job.

The **Desirable (D)** criteria are used to help decide between candidates who meet all the Essential criteria.

If the **Identified By** column says **Application Form (A)** you must include in your application information to show how you meet the criteria using examples from paid/voluntary work or Education. If the column says **Interview (I)** this will be discussed at this stage.

Qualifications and Experience	Essential / Desirable	How Identified
Educated to degree level or equivalent in a relevant subject or qualified by experience.	E	A / I
Relevant professional experience in a marketing and communications environment	E	A / I
Must have developed and delivered creative and cost effective integrated communications and campaigns	E	A / I
Experience of communicating to diverse audiences	E	A / I
Ability to demonstrate market knowledge and commercial awareness	D	A / I

Skills and Knowledge	Essential / Desirable	How Identified
Ability to manage execution of brand values and house style through all printed, digital and visual	E	A / I
Knowledge and experience in both online and offline marketing strategies	E	A / I
Knowledge of research and analytic techniques	E	A / I
Knowledge of generating content for online platforms including websites and social media	E	A / I
Capacity for innovative and creative thinking	E	A / I

Skills and Knowledge	Essential / Desirable	How Identified
Excellent relationship and network building skills both internally and externally	E	A / I
Proficient management of campaigns, able to juggle multiple activities at once	E	A / I
Flexible and adaptable to changing demands and new challenges	E	A / I
Good literacy and numeracy skills	E	A / I
Proven report writing and proof reading skills	E	A / I
Practice of financial management i.e. costing proposals and budget monitoring	E	A / I
Understanding the design, print and distribution process	E	A / I
Ability to work under pressure, set targets, meet deadlines and remain calm under pressure	E	A / I
Strong organisation skills with the ability to plan and work to deadlines, ensuring accuracy and attention to detail	E	A / I
Excellent communication; both oral and written and excellent interpersonal skills	E	A / I
Excellent IT skills (Word, Excel, Outlook)	E	A / I
Excellent time management skills	E	A / I
Prior experience in setting standards for corporate identity and quality	D	A / I
PR communications / Marketing background in Leisure	D	A / I
Awareness of legal aspects of marketing, eg GDPR, Trades Descriptions Act	D	A / I
Ability to monitor, analyse and report on statistics manipulating numerical data in tabular and graphic form	D	A / I

Special Working Conditions	Essential / Desirable	How Identified
Able to work flexibly including evenings, weekends and Bank Holidays	E	A / I
Demonstrate commitment to Your Trust Values of Care, People Focused, Inclusive and Excellence	E	A / I
High standards of personal presentation and appearance	E	I
Full UK driving licence or ability to travel around the Borough and Greater Manchester	E	A / I

Post Holder Name	
Post Holder Signature	
Date	

Version: October 2025
Completed By: Head of Marketing and Communications