

# ONE REN

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|----------------------------|---------------------------------|------------------|-----------|
| <b>POST TITLE:</b>         | Marketing Executive             | <b>POST ID:</b>  |           |
| <b>DEPARTMENT:</b>         | Business Development            | <b>GRADE:</b>    | 4         |
| <b>SECTION:</b>            | Marketing                       | <b>LOCATION:</b> | HQ/Hybrid |
| <b>REPORTING TO:</b>       | Marketing and Campaigns Manager |                  |           |
| <b>LINE MANAGEMENT OF:</b> | NA                              |                  |           |

## JOB PURPOSE

The Marketing Executive is a dynamic role at the heart of OneRen's marketing operations. This position is responsible for supporting the day-to-day activity within the wider marketing and communications function. The postholder will be a key driver in shaping and amplifying OneRen's brand identity, promoting its diverse services and achievements to a wide range of stakeholders, and delivering all aspects of the marketing mix.

The role will focus on implementing and executing marketing campaigns that captivate existing and new audiences. This involves not only creating engaging content—including photography, video, and written copy—but also ensuring its effective placement across social media, websites, newsletters, print and other channels. The Marketing Executive is a data-driven individual who will be tasked with tracking key performance metrics, analysing campaign data, and using these insights to inform future activity to drive business growth. The postholder will play a crucial part in collaborating with colleagues across the organisation to find and tell compelling stories that resonate with the community and uphold OneRen's core values.

## KEY DUTIES & RESPONSIBILITIES

1. Support the implementation of OneRen's marketing strategy, campaigns and seasonal programmes.
2. Promote OneRen's services to a range of stakeholders across Renfrewshire.
3. Assist and develop creative briefs and regularly liaise with the graphic designer on assets required for each multifaceted marketing campaign, across both digital and print.
4. Ensure brand consistency and tone of voice across marketing and communication materials.
5. Responsible for capturing creative content for marketing collateral, social, web and digital channels and support others in the organisation to capture the appropriate content for promotional materials in accordance with an agreed timetable.

6. Contribute with tactical marketing activation which support achieving agreed KPIs.
7. Develop and implement strategic storytelling initiatives to highlight OneRen's impact on the community, focusing on user-generated content and personal stories. This includes occasional attendance at community events, festivals and venues to capture engaging content.
8. Support the successful delivery of paid-for campaigns ensuring plans are delivered on time and on budget.
9. Contribute to the securing and distribution advertising material across a range of digital and print formats.
10. Produce and edit short-form video content for social media platforms and other digital channels, ensuring high-quality and on-brand delivery.
11. Maintain a range of in-venue online and off-line advertising channels on behalf of OneRen and third-parties sponsorship projects in accordance with agreed timescales.
12. Responsible for the creation of e-newsletters, direct marketing, social media copywriting and digital targeted marketing activities for use across OneRen, Renfrewshire and wider target areas that drives engagement of existing and new audiences.
13. Conduct A/B testing on marketing content to optimise engagement, conversion rates, and overall campaign performance.
14. Responsible for collating, analysing and reporting on data following a marketing campaign on a programme or event. Communicating the findings of the data to the wider marketing team and managing the data to shape year on year trends and help inform future marketing activity.
15. Undertake regular competitor analysis covering all aspects of existing and potential direct, indirect of products and services that shapes organisational objectives and drive future business decisions across OneRen.
16. Undertake regular study of market trends covering a range of activities including social listing, key word research, etc., that identify potential customer demands to inform service managers to drive future business and shape organisational objectives across OneRen.
17. Liaise with colleagues across OneRen to review and collate available data to maximise integrated opportunities to build an understanding of existing service user groups that enhances the scope of campaigns to reach across a wider existing and new audiences.
18. Liaise with the wider Business Development team and engage with key Service Managers to provide advice on a range of research related topics to ensure OneRen are aware of and delivering activities and services to retain and acquire new customers and collectively supports developing plans for business growth.
19. Develop and maintain a matrix of macro, micro and nano influencers around Renfrewshire and surrounding areas which can unlock User Generated Marketing activity.

20. Ensure compliance with the OneRen's policies and procedures for good records management in accordance with business need and statutory and legislative requirements.
21. Ensure that all activities for which the post holder is responsible are delivered in accordance with the OneRen's Policies, procedures, and statutory and general Duties.
22. Participate at Service meetings and where appropriate lead install project team meetings as scheduled in accordance with the remit and status of the post.
23. Ensure that the OneRen's Customer Service Standards are followed in all dealings with the people we serve.
24. Uphold the organisational values of Integrity, Excellence, Creativity and Fairness.
  - Integrity – We value honesty and high ethical standards in how we work within and out with our organisation: we are passionate in our determination to always do the right thing.
  - Creativity – We are innovative and flexible in responding to local needs; in meeting challenges, we are creative thinkers, with a consistent focus on outcomes.
  - Fairness – We focus on inclusion to ensure we deliver for everyone across our community; we are caring and kind to each other and in the way we support the community.
  - Excellence – We will work collaboratively in pursuit of our community's shared goals; in everything we do, we aim to deliver a quality experience and actively champion high standards.
25. Where necessary, as directed by the Line Manager, undertake other related marketing department duties and responsibilities as required.

## PERSON SPECIFICATION

| Factors                    | Essential                                                                                                                                                                                                                                                                                                         | Desirable                                                                                                                                                                                                              | Method of Assessment   |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>EDUCATION</b>           | <ul style="list-style-type: none"> <li>SVQ 4 or HND in marketing or a related field or equivalent professional experience.</li> <li>A strong portfolio of work demonstrating a range of content creation skills,</li> </ul>                                                                                       | <ul style="list-style-type: none"> <li>Degree education in a marketing or related field.</li> </ul>                                                                                                                    | Qualification          |
| <b>RELEVANT EXPERIENCE</b> | <ul style="list-style-type: none"> <li>Experience of using Microsoft Office, in particular Word, Excel and Powerpoint.</li> <li>Experience of using graphic development platforms, i.e., Abode Photoshop</li> <li>Experience in social media – channel management, content creation and data analysis.</li> </ul> | <ul style="list-style-type: none"> <li>Experience in Canva.</li> <li>Experience working with a design agency or similar commercial environment.</li> <li>Experience in Google Analytics or similar systems.</li> </ul> | Application, Interview |

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|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
|                                       | <ul style="list-style-type: none"> <li>• Experience in undertaking and reporting on quantitative and qualitative market research.</li> <li>• Experience using CMS systems.</li> <li>• Preparing analytical/ trend reports.</li> </ul>                                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>• Experience in the culture, sport or leisure sector.</li> <li>• Data protection guidance and market research best practice is followed.</li> <li>• Understanding of GDPR laws.</li> <li>• Understand of ROI</li> </ul>                                                                                                                                                      |                        |
| <b>SPECIAL KNOWLEDGE &amp; SKILLS</b> | <ul style="list-style-type: none"> <li>• Knowledge of Social algorithms and their use.</li> <li>• Knowledge of digital marketing platforms for marketing communications.</li> <li>• Ability to disseminate evidence to different audiences in a range of different mediums.</li> <li>• Knowledge of Search Engine Optimisation (SEO) principles and keyword research</li> </ul>                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• Experience in using Google Analytics</li> <li>• Experience in using Meta for Business</li> <li>• Proficiency in video editing software such as Adobe Premiere Pro, Final Cut Pro, or other relevant platforms.</li> <li>• Familiarity with influencer marketing campaigns and the process of identifying and collaborating with key social media personalities.</li> </ul> | Application, Interview |
| <b>PERSONAL FEATURES / QUALITIES</b>  | <ul style="list-style-type: none"> <li>• Ability to thrive in a fast paced, dynamic environment.</li> <li>• Excellent numerical, literacy and communication skills.</li> <li>• Ability to think ahead, identify new opportunities and create innovative approaches to work related issues.</li> <li>• Ability to work under pressure.</li> <li>• Ability to think and creatively, identifying new opportunities and crafting innovative approaches to content.</li> <li>• A proactive and curious mindset with a passion for staying up-to-date on</li> </ul> | <ul style="list-style-type: none"> <li>• Experience to advise and influence based on report/research findings.</li> <li>• Able to manage several projects at once.</li> </ul>                                                                                                                                                                                                                                       | Application, Interview |

|                               |                                                        |  |  |
|-------------------------------|--------------------------------------------------------|--|--|
|                               | digital marketing trends, platforms, and technologies. |  |  |
| <b>MANAGEMENT COMPETENCES</b> |                                                        |  |  |
| <b>OTHER</b>                  |                                                        |  |  |

|                              |                 |              |                                |
|------------------------------|-----------------|--------------|--------------------------------|
| <b>Approved by:</b>          | Gordon Morrison | <b>Date:</b> | 17 <sup>th</sup> November 2025 |
| <b>Evaluation Reference:</b> | A3443           | <b>Date:</b> | 28 <sup>th</sup> August 2025   |