



OneRen Marketing and Campaigns Manager Recruitment Pack

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Contract Details

Position: Marketing and Campaigns Manager

Contract: Permanent, 37 hours per week

Salary: Grade 7: £39,376.68 – £41,595.35

Location: OneRen Central Office, Paisley / Hybrid

Line Manager: Head of Marketing and Communications

About OneRen

OneRen is a dynamic charitable trust committed to improving lives through culture, leisure, and sport. We deliver ambitious, inclusive services that support health, wellbeing, and community development across Renfrewshire. Our work is rooted in creativity, excellence, and fairness and we're looking for a marketing leader to help us grow our impact.

About the Role

We're seeking a Marketing & Campaigns Manager to lead the development and delivery of high-impact marketing campaigns across OneRen's diverse portfolio of services, events, and programmes. This is a key role in our Business Development team, focused on driving customer acquisition, engagement, and retention through creative, data-driven campaigns.

You'll help shape our commercial marketing strategy, manage multi-channel campaigns, and collaborate with colleagues across the organisation to ensure our messaging is bold, consistent, and aligned with business goals. You'll also mentor our Digital Marketing Executive and contribute to building a more integrated marketing and communications function.



Key Responsibilities

- Lead integrated commercial marketing campaigns to attract and retain customers.
- Manage campaign planning, execution, tracking, and evaluation against KPIs.
- Shape sales strategies and messaging to support income generation and audience growth.
- Deliver advertising and sponsorship initiatives aligned with organisational goals.
- Align digital, print, and experiential marketing with brand and business objectives.
- Use audience insights to diversify reach and deepen engagement.
- Generate campaign performance reports and recommendations for improvement.
- Support cross-functional collaboration to enhance marketing effectiveness.
- Line manage the Digital Marketing Executive and support their development.

What You'll Bring

- Proven experience in delivering successful marketing campaigns and achieving targets.
- Commercial acumen and creativity in a fast-paced environment.
- Strong communication and stakeholder engagement skills.
- Experience with digital marketing tools (e.g., Adobe Photoshop, Canva).
- Ability to manage budgets, projects, and team members.
- Knowledge of customer journey strategies and ROI analysis.
- A passion for inclusive, community-focused marketing.

Why Join Us?

- A supportive, inclusive, and innovative culture
- Opportunities for professional growth and development
- Flexible working arrangements
- A chance to deliver a key cultural destination for Paisley and Scotland.



Benefits

- 21 days annual leave and 12 public holidays, with an increase in line with length of service
- Buying additional leave of up to 5 days extra
- Free or discounted access to OneRen leisure facilities and up to two nominated family members or friends
- Use of all swimming pools with up to 5 friends or family
- A free venue and performance ticket per season
- Family friendly policies including flexible working, enhanced maternity/paternity
- Group life Assurance
- Access to Strathclyde Pension Fund, an employee contribution of 6.1% and employer contributory pension scheme of 17.5%
- Discounts with local and nationwide retailers via our Vivup – our employee benefits platform
- Access to Occupational Health, Physiotherapy & CBT
- Access to Time for Talking, a trusted mental health and wellbeing provider
- Access to free and confidential financial support advice services
- Discount off food and beverages at the Cafes located within OneRen venues

Ready to get creative and drive OneRen marketing forward?

Apply now at <https://www.oneren.org/work-with-us/join-our-team/>

What Happens Next

We'll shortlist based on your experience and potential against the essential criteria for the role. If selected, you'll be invited to an interview with the team. We may also ask you to prepare a short task/ presentation to show us how you think and approach your work.

We're keen to make the process welcoming and fair – if you need any adjustments, just let us know.

