

ONE REN

POST TITLE:	Marketing and Campaigns Manager	POST ID:	
DEPARTMENT:	Business Development	GRADE:	G7
SECTION:	Marketing	LOCATION:	HQ/Hybrid
REPORTING TO:	Head of Marketing & Communications		
LINE MANAGEMENT OF:	Marketing Executive & Digital Marketing Executive		

JOB PURPOSE

The Marketing and Campaigns Manager is responsible in developing and delivering creative and engaging marketing campaigns which generate income and increase participation levels to our programmes and services. This is a leading role in the marketing team to develop and implement market campaigns to attract new customers and repeat visits to OneRen's services, events and activities.

KEY DUTIES & RESPONSIBILITIES

1. Lead and deliver on integrated commercial marketing campaigns with the purpose of acquiring, nurturing and retaining customers.
2. Manage the process, implementation, tracking and measurement of marketing campaigns in accordance with agreed targets.
3. Contribute to the design of sales strategies for the various strands of commercial business and deliver key priorities to shape products, campaigns and messaging that support the achievement of agreed KPI's.
4. Develop and build OneRen's portfolio of existing and new commercial products and services that supports the achievement of associated business targets including revenue, attendance, memberships growth, etc.
5. Lead and deliver on income generating advertising programme and sponsorship projects that ensures alignment with wider organisational income generation projects.
6. Liaise with the Head of Marketing & Communications and Communications Manager to support and enhance current marketing activities to increase and generate new secondary spend.
7. Liaise with the Marketing team colleagues to align email activity and paid digital activity (social, search), key campaigns, including web, video and print with the wider organisational marketing objectives to ensure organisational or sub brands are adhered too.

8. Undertake activity to understand current audiences, potential audiences and untapped markets on a local, regional and national scale in order to assist the Head of Marketing and Communications in developing campaigns that support the delivery of business plans to diversify our audience base in line with OneRen's Business objectives and strategy to grow customer / User engagement.
9. Contribute to the generation of regular reports in relation to campaign results, including web breakdown, ROI and evaluation of KPIs and providing recommendation to improve outcomes and business performance in line with the agreed business objectives.
10. Liaise with colleagues across all OneRen functional areas to collate and utilise data to enhance existing and develop new marketing campaigns and the evaluation of the campaign success.
11. Manage and deliver marketing events including trade shows, webinars, and networking events ensuring OneRen's presence is forefront to support the overall growth of the organisation.
12. Work with key members of the Business Development team and OneRen Service Managers to ensure thorough communication and partnership working to deliver agreed business objectives and targets.
13. Act as a lead in driving the development of a more integrated marketing and communications service across the organisation that enhances service cohesion in promoting business growth opportunities.
14. Oversee the work carried out by the Marketing & Digital Marketing Executives ensuring they have the relevant knowledge, skills and understanding to undertake the role to assist in the delivery of the wider Business Development objectives.
15. Ensure compliance with the OneRen's policies and procedures for good records management in accordance with business need and statutory and legislative requirements.
16. 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.
17. Participate at Service meetings and where appropriate lead team meetings as scheduled in accordance with the remit and status of the post.
18. Ensure that the OneRen's Customer Service Standards are followed in all dealings with the people we serve.
19. 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.

20. Where necessary, as directed by the Head of Marketing and Communications, undertake other related marketing department duties and responsibilities as required.

PERSON SPECIFICATION

Factors	Essential	Desirable	Method of Assessment
EDUCATION	<ul style="list-style-type: none"> • SVQ 4 (HND) in a marketing or related field. 	<ul style="list-style-type: none"> • Degree education in a marketing or related field. 	Application
RELEVANT EXPERIENCE	<ul style="list-style-type: none"> • Experience in developing and implementing marketing campaigns and delivering agreed targets. • Experience in a commercially focused role. • Experience of using graphic development platforms, i.e., Adobe Photoshop • Experience of using Microsoft Office, in particular Word, Excel and Powerpoint. • Experience in costing campaign activities and identifying potential ROI's • Experience of developing sales and campaign strategies in a competitive market. 	<ul style="list-style-type: none"> • Experience in the culture, sport or leisure sector. • Experience in using Canva software platform. • Experience in managing a team. • Experience in new product development (NPD) 	Application, Interview
SPECIAL KNOWLEDGE & SKILLS	<ul style="list-style-type: none"> • Knowledge of commercial contracts and their role in business. • 	<ul style="list-style-type: none"> • Developing campaigns for live performance venues • Developing campaigns for sports and leisure markets. • Developing customer journey strategies. • Experience in leading an influencer marketing campaign. 	Application, Interview.
PERSONAL FEATURES / QUALITIES	<ul style="list-style-type: none"> • Ability to thrive in a fast paced, dynamic environment. 	<ul style="list-style-type: none"> • A confident speaker. • Experience in influencing people. 	Application, Interview.

	<ul style="list-style-type: none"> • Ability to think ahead, identify new opportunities and create innovative approaches to work related issues. • Excellent numerical, literacy and communication skills. • Ability to work under pressure. 	<ul style="list-style-type: none"> • Experience in leading several projects simultaneously. 	
MANAGEMENT COMPETENCES		<ul style="list-style-type: none"> • Line management experience 	Application, Interview.
OTHER			

Approved by:	Gordon Morrison	Date:	12th September 2025
Evaluation Reference:	A3408	Date:	28 th August 2025