

DETAILS OF A POST

SECTION A: JOB DESCRIPTION

1. ASSOCIATION: YMCA BOURNEMOUTH
ADDRESS DELTA HOUSE
56 WESTOVER ROAD
BOURNEMOUTH
DORSET BH1 2BS TEL.NO. - 01202 290451

2. JOB TITLE: **Business Development Marketing Assistant**

3. RESPONSIBLE TO: **Business Development Manager**

4. JOB PURPOSE: To assist in the supporting of business development and associated marketing of YMCA Bournemouth, its various departments and its facilities, as directed to increase income-generation and overall awareness and reach.
The post holder must have a general awareness of basic safeguarding procedures, of which regular/appropriate training will be provided.

5. MAIN RESPONSIBILITIES:

The Business Development Marketing Assistant will work closely with individual departments as directed to accomplish the following tasks and objectives:

- To promote YMCA Bournemouth's services to appropriate audiences, potential hirers, service users (e.g. Youth Programmes, Contact Centre, Pre-School, The Junction, Lifewise, Sandyholme, Sports Hall, Big Bus and Minibus)

Facility/Room Hire

- To increase facility hire across all YMCA Bournemouth sites, with the need to work closely with facility co-ordinators, to promote and sell our facilities thus maximising income and to help support the functions and impact of YMCA Bournemouth.

Training

- To be fully involved, and contribute to, the desire for YMCA Bournemouth to set up a new YMCA Bournemouth 'Training' Hub at various locations. To eventually fully manage this business unit, with full support from the Business Development Manager.
- To accommodate and promote internal training requirements as well as the selling/promoting of courses to the commercial and external sector.

Online

- To be responsible for managing and utilising the various online marketing tools within 'Campaign Manager', which is within the EZ Runner system we currently use, in the best and most efficient way for each YMCA department. To assist with the collection, sorting, storage and manipulation of relevant data for targeted email/online marketing campaigns.
- To assist in driving online traffic to YMCA Bournemouth's various websites and social media sites via a range of online web campaigns.
- To write online content to promote the YMCA. To upload marketing material to online libraries, internet groups and social media sites and to develop and exploit Social Media marketing opportunities.

Email Marketing

- To work with the marketing team and others to produce regular newsletters/bulletins to circulate to the Association's email subscribers and others.
- To assist in creating structural and targeted sales/fundraising campaigns to include identifying ideas, drafting copies and locating suitable images for a successful delivery and outcome.

Social Media

- To assist the Communications Officer with social media posting and the regular, insightful and engaging updates for the Association's various media profiles: Twitter, Facebook, LinkedIn etc
- To suggest new holistic campaigns that will build the Association's followers and encourage interaction, whilst enhancing its reputation.

Marketing Intelligence

- To take responsibility over different facets of marketing the Association corporately as well as its different departments. To fully embrace the new YMCA brand and use it to maximum effect and ensure consistency of use across YMCA departments as directed.
- To produce marketing materials and literature; coordinate the production of a wide range of marketing communications; providing support for marketing events and exhibitions as required; assisting with the collation of information for promotional literature and write articles and promotional material for the Association.
- To carry out market research, competitor and customer surveys, gathering informative data about customer's trends and tastes and to use this data in the most effective way for campaigns, products and distribution channels to increase sales.

In addition to the job set out in this job description the worker may, from time to time, be required to undertake additional or other duties as necessary within his or her capabilities and status to meet the needs of YMCA Bournemouth.

6. SCALE AND IMPACT

The post holder will be expected to operate as a member of the YMCA Business Development/Marketing team where mutual support is vital and be responsible for co-ordinating work and activity. The worker will operate within the set budgets controlled by his/her Line Manager but will have plenty of scope to show initiative and take decisions within the budgets.

7. DISCRETION TO ACT

He/she will be directly responsible to the YMCA Bournemouth Business Development Manager, but will be able to work without close supervision and be able to make decisions within the parameters of the job description. Authority to act is as outlined in the job responsibilities and in line with the Association's policy documents.

8. ENVIRONMENT

The Associations' Programmes facilities currently consist of an extensively equipped fitness suite, sports hall, various letting rooms, the Junctions Sports & Leisure Centre, and three off-site youth and community/children's work centres. Work will be based predominantly at The Junction. However, the appointed person will need to travel within the Bournemouth and Poole area to attend meetings throughout the areas and beyond.

9. RELATIONSHIPS

Internal - The person appointed will work closely with the Business Development Manager and relate to other staff through regular meetings as well as day-to-day.

External - The person appointed will be expected to develop excellent relationships with all customers and potential new ones using YMCA services. They will also need to develop good relationships with voluntary and statutory agencies directly connected with the Association's on-going work, including YMCA England and other YMCA's, Bournemouth and Poole Borough Councils, the Bournemouth Youth Service, the Youth Offending Team, Local Authority Connexions Service, local community organisations, local commercial organisations, churches, schools, special needs groups and local business leaders.

SECTION B: PERSON SPECIFICATION

AF = Application Form, SS = Supporting Statement and I = Interview

1. Qualifications/ Knowledge/Experience	Essential/ Desirable	How Assessed?
Good general education, with preferably a GCSE pass in English	E	AF
A relevant Business Development /Events/Marketing qualification(s)	D	AF
Proven sales/marketing and business management experience within a similar role	E	AF
Demonstrable track record of achievement within the area of commercial sales as well as excellent customer service	D	AF
Experience of collecting data and manipulating it for targeted online marketing campaigns and using social media to increase sales	E	SS, I
Experience of working within budgets and to targets	D	SS, I
Awareness of safeguarding and child protection	D	SS, I
Effective project management skills	D	SS
2. Abilities / skills		
Sound understanding of key marketing principles	E	SS, I
Knowledge of social networking and websites and using them to market services	E	SS, I
Communicate effectively to a range of audiences	E	SS, I
Analytical, with the ability to interpret information, news, data and research quickly and distil the most important/relevant information to build intelligent sales strategies	E	SS, I
Strong influencing, negotiation and sales skills	D	SS
Good administration and organisational skills	E	SS
Commercially minded, but with an understanding of the voluntary (charity) sector	D	SS
Good telephone manner and good written and verbal communication skills	E	SS, I
Driven to succeed with good innovation/creativity	D	AF, SS
Work under pressure and to deadlines	E	SS
Proactive and highly organised, with strong time management and planning skills, meticulous attention to detail and a proven ability to multi-task	E	SS
Good report presentation skills	D	SS

3. Personal/other		
Support the Christian Aims and Purposes of the YMCA	E	SS
Ability to work as part of a team, whilst highly self-motivated, enthusiastic and able to work on own initiative	E	
Self-motivated and ability to work on own initiative	E	SS
Excellent time management skills and ability to prioritise effectively	E	SS
Excellent IT skills including Microsoft Word, Excel, PowerPoint, Publisher, Access, Outlook	E	SS

SECTION C: TERMS AND CONDITIONS

1. SALARY

YMCA Bournemouth Grade 5 - £16,225 – £22,069 per annum pro rata to hours offered.

At present this is a 24 hours per week position...therefore the salary will be within £9,735 - £13,241 per annum.

Level on scale will be based on the successful applicant's experience/qualification.

2. HOURS OF WORK

The basic working week is 24 hours Monday to Friday, but there must be recognition of the need for flexibility. Unsociable hours will need to be worked, including some weekend work based around special events. Overtime is not paid but time off in lieu may be given as agreed with the Business Development Manager.

3. PAID LEAVE ENTITLEMENT

5.6 weeks per annum, pro rata, including bank holidays.

4. SICK PAY PROVISION

2 weeks per annum, pro rata.

5. PENSION ENTITLEMENT

After three months employment, the worker will be eligible to join YMCA Bournemouth's elected stakeholder pension scheme. His/her line manager should be asked to provide details.

6. PERIOD OF NOTICE OFFERED AND REQUIRED

One months' notice is required from the worker and one month will also be given by the YMCA or the statutory minimum if greater.

7. CONDITIONS OF APPOINTMENT

The employment will be subject to satisfactory references. This post is subject to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 and (Exceptions) (Amendment) Order 1986.

8. IN SERVICE TRAINING

The worker will be expected to participate in the YMCA Induction Training Programme and in in-service training modules as deemed appropriate for which budgetary provision will be made.

9. MISCELLANEOUS

The Business Development Manager will be responsible for carrying out regular work reviews with the post holder. From time to time there may be a requirement to travel on YMCA business outside the immediate locality and occasional overnight visits.