**Job Description – Senior Marketing & Commercial Manager**

Job Details

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| Department: | Commercial |
| Reports to: | Head of Commercial Development |
| Contacts: | **Internal:**  **External**: |
| Based at: | Head office, Bathgate |

Job Purpose – overview

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| **Job Purpose**  Xcite West Lothian Leisure (Xcite) is a Community Benefit Organisation and a registered Scottish charity. At the heart of the West Lothian community, we are dedicated to helping individuals improve their wellbeing and make healthy lifestyle choices. We are passionate about the service we provide to the people who live, work, and visit West Lothian. As a valued organisation that understands, cares about, and engages with its community, we are the preferred delivery partner for West Lothian organisations aiming to enhance people's lives through sport, health, and physical activity.  As the Senior Marketing & Commercial Manager, your primary responsibility is to lead and develop the marketing, digital, and research teams/agencies to drive brand visibility and income generation. You will lead the development and execution of WLL’s marketing and commercial strategies, ensuring they align with our business development objectives. This includes, using data and research, identifying growth opportunities, optimising marketing efforts to attract new customers, and enhancing the customer experience to boost engagement and retention.  In this role, you will be pivotal in expanding West Lothian Leisure’s market reach, strengthening our value proposition, and increasing participation in our services to improve community health outcomes. Additionally, you will develop and oversee income-generating initiatives, working closely with cross-functional teams to ensure that marketing activities are fully integrated with commercial objectives, ultimately contributing to the Trust’s financial sustainability and long-term success. |

Core Accountabilities & Responsibilities

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| As the Senior Marketing & Commercial Manager, you will lead and manage the marketing and communication team within the Trust, overseeing the allocated resources and budget. Your leadership will drive our marketing efforts to achieve our organisational goals, enhance our brand and drive revenue generation. Your key responsibilities will include:   * **Strategic Marketing & Commercial Leadership**   Lead the creation, development, and execution of WLL's Marketing Plans, aligning them with business growth objectives and the overall commercial strategy to drive income growth, enhance brand positioning, and deliver measurable impact.   * **Revenue Generation and Innovation** Collaborate closely with the Head of Commercial Development to inform and drive business development initiatives through data-driven marketing strategies. Utilise market insights to shape and influence the development of new products and services that align with business growth objectives. Ensure marketing efforts are strategically designed to enhance customer engagement, optimise revenue generation, and directly contribute to the organisation’s commercial success and income targets. * **Brand Strategy and Management**   Develop and implement a comprehensive brand strategy, ensuring consistent brand positioning across all channels to reinforce the Trust's image and reputation within the market. Regularly assess brand perception and adjust strategies to align with long-term objectives.   * **Market Insight and Strategic Growth**   Utilise advanced market analysis and forward planning to shape marketing strategy, directly influencing business growth. Lead the application of data insights to support decision-making and forecast future trends, ensuring West Lothian Leisure remains competitive and future-focused.   * **Team Leadership and Collaboration**   Provide strategic direction to the marketing team, fostering a culture of innovation and performance. Ensure marketing initiatives align with West Lothian Leisure’s strategic objectives and collaborate across departments to integrate marketing with overall business operations.   * **Cross-Functional Collaboration**   Work closely with Sales, Retention, Operations and Finance teams to integrate marketing into commercial activities. Lead market research and develop systems to monitor performance, ensuring the relevance and success of the organisation’s offerings, including venues, programmes, and events.   * **Partnership Development**   Establish and maintain strategic partnerships that align with business objectives, expanding the organisation's reach, influence, and revenue opportunities through collaborative initiatives.   * **Business Planning Integration**   Provide strategic marketing insights to inform the business planning process. Collaborate with operational teams and external stakeholders on product and service innovation, ensuring marketing is fully integrated into the Trust's broader business strategies.   * **Reporting and Strategic Advisory**   Deliver high-level reports to the Trust Board and senior management, offering insights and recommendations on marketing performance. Advise on long-term marketing and communication strategies that align with organisational goals.   * **Corporate Reputation and Risk Management**   Lead the development and execution of PR strategies to safeguard West Lothian Leisure’s corporate reputation. Oversee crisis communications and ensure timely, strategic responses to protect the Trust's image in critical situations.   * **Digital Marketing and Technological Innovation**   Lead the digital marketing strategy, driving innovation across all digital platforms. Utilise technologies to enhance audience engagement, ensuring marketing efforts remain innovative and effective.   * **Customer Engagement and Retention**   Develop customer-centric marketing strategies to improve engagement, foster loyalty, and enhance retention. Use data insights to refine the customer journey continuously, ensuring long-term relationships and sustained participation.   * **Performance Metrics and Continuous Improvement**   Establish and monitor KPIs that align with marketing and business objectives. Regularly evaluate performance and adjust strategies to ensure continuous improvement and maximum impact.   * **Budget Management**   Oversee the strategic allocation of the marketing budget, ensuring resources are invested efficiently and aligned with the organisation’s commercial priorities. Deliver a strong return on investment through data-informed decision-making.   * **Team Development and Leadership**   Champion the development of marketing team members, ensuring they have the skills and tools needed to execute strategic priorities effectively. Promote a culture of continuous learning and growth.   * **Stakeholder Communication and Alignment**   Ensure clear, strategic communication with all stakeholders, fostering alignment with company marketing initiatives. Engage internal and external partners to support the successful implementation of marketing strategies. |
| The above list is illustrative, not exhaustive. Accordingly, there may be a requirement to undertake additional duties, consistent with the level of the post, as directed by management. |

Essential Qualifications, Experience and Skills

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| * **Educational Background:** Degree-level education with a proven track record of achievement in a sales-driven marketing role. * **Management Experience:** A minimum of five years of management experience, demonstrating effective leadership in a dynamic environment. * **Marketing Expertise:** Demonstrated ability in creating, delivering, and evaluating commercially focused marketing campaigns that align with strategic business priorities. * **Specific Marketing Skills:** Proficiency in marketing planning, campaign management, media relations, and digital strategy, including the application of web-based technology for customer relationship management and enhancing interaction between the Trust and its customers. * **Project Management:** Strong project management skills with a track record of implementing campaigns effectively. * **Creative Problem Solving:** Excellent creative and problem-solving abilities, coupled with strong verbal, written, and communication skills. * **Interpersonal Skills:** Exceptional interpersonal abilities, including influencing, negotiation, and consulting skills, as well as the ability to demonstrate sound judgement and leadership. * **Initiative and Target-Driven:** Proactive with the ability to take initiative and work towards planned targets. * **Strategic and Operational Management:** Strong strategic and operational management skills, enabling effective teamwork within the Trust. * **Flexibility:** Willingness and ability to adapt to the needs of the Trust, including working outside normal hours when necessary. * **Digital and Social Media Proficiency:** Relevant digital skills and social media expertise to enhance marketing efforts and customer engagement. |

Desirable Qualifications, Experience and Skills

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| * **Professional Qualifications:** Industry-specific qualifications such as Chartered Institute of Marketing (CIM) certification or equivalent. * **Driving Results:** Proven experience in delivering effective marketing and sales campaigns within the third sector. * **Specific Marketing Skills:** Expertise in developing brand positioning strategies, crafting CRM strategies, and conducting customer research and insight analysis to inform new product development (NPD) and enhance the overall customer experience. |

Core organisational competencies

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| **Service**  Service delivery is about listening and putting people at the heart of our decisions |
| **Integrity**  Integrity is about being honest, open and transparent in our dealings with our customers, colleagues and partners. |
| **Respect**  Respect for equality and diversity is about treating people fairly and embracing equality and diversity,. |
| **Accountability**  Accountability is standing up and taking responsibility for our actions. |

Additional information

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| * This post is subject to a Basic Disclosure Scotland check. * You will be required to be aware of current Health and Safety Policy and to take responsibility for your own safety and the safety of others who may be affected by your acts or omissions at work. |

As an equal opportunities employer, West Lothian Leisure is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or believe, gender identity or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join our company.

Signature

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| I have read and accept the above job description. I understand that this record will fall under the Data Protection Act.  Signed: ……………………………………………………..  Print:………………………………………………………..  Date:………………………………………………………… |