



Head of Marketing and Communications

Recruitment Pack

**creating
opportunities,
inspiring people
and changing lives**

through sport and
physical activity.



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Welcome

Firstly, thank you for showing interest in this exciting role. I hope you find the contents of this pack informative and that you will be sufficiently motivated to make an application to join us.



About the Role

This is a great opportunity to develop your skills and shape and influence the company, at what is a very crucial but exciting time. We are a fast-paced, dynamic organisation that is agile, forward thinking and has a can-do attitude. Like us, you will be ambitious, innovative, creative and an individual for whom second best won't do.

As part of the senior leadership team, you will bring a modern approach and a fresh perspective to enable us to continue to build on our success. You will be an experienced marketer, with a proven track record in delivering innovative and effective on and offline marketing campaigns as well as managing strategic communications and media relations.

I am looking for someone with a passion for marketing and communications, who can also manage and develop our commercial activity and drive additional income into the business.

Backed by colleagues in the senior leadership team and a highly supportive and ambitious board of directors, you will have the freedom and scope to make your mark on the company and all it does.

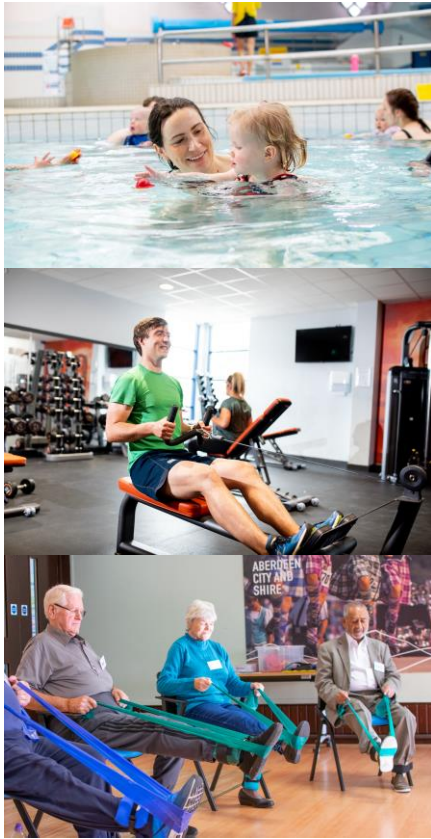
Please consider the post carefully and if you do choose to apply, I look forward to the prospect of meeting you at interview.

Thanks for considering Sport Aberdeen.



Keith Heslop
Chief Executive Officer

About Us



Sport Aberdeen is an award-winning registered charity committed to creating opportunities, inspiring people and changing lives through sport and physical activity. Established in 2010, we manage sport and physical activity services on behalf of Aberdeen City Council.

With over 500 employees, 30+ venues and more than two million visitors every year, Sport Aberdeen is the largest sport and leisure provider in the north-east of Scotland.

In addition to our venues, we also run an extensive coached activities programme delivering more than 1,000 classes per week to 7,000 participants, along with a range of innovative health and wellbeing programmes.

What makes Sport Aberdeen different from many other sport and leisure providers is the fact that every penny we earn is reinvested back into the venues we operate, the programmes we deliver and the communities we serve.

Structure

The company and senior leadership team is structured into five key divisions outlined below:



Our Strategic Objectives



Participation

To create opportunities for participation in sport and physical activity for everyone in Aberdeen, focusing on assisting the least active to become more active.



Planet

To drive sustainability across the charity by delivering services in an environmentally responsible manner, reducing our carbon footprint throughout all areas of operations and complying with industry best practice.



Places

To strategically invest in Sport Aberdeen's venues, providing modern, welcoming places to take part in sport and physical activity.



Partnerships

To build external relationships and work in partnership across all sectors focusing on improving health and wellbeing outcomes for the people of Aberdeen.



People

To invest in the personal and professional development of our employees and volunteers, as the 'employer of choice' for those seeking a career in sport and physical activity in Aberdeen.



Process

To implement robust processes across the company delivering quality, excellence, efficiency and effectiveness in our capacity as a charitable organisation.

Our Vision and Values

Vision

Our vision is to be the best sport and leisure charitable trust in Scotland – creating opportunities, inspiring people and changing lives through sport and physical activity.

Values

Our values underpin everything we do.

Customer Focused – Placing our customers at the heart of our services.

Valuing our Staff – Recognising that staff are key to the company's success, we will equip our staff with the skills that they need to uphold the company's standards and represent it positively in our local communities.

Excellence – Committed to continuous improvement as part of our aim of delivering excellence in all that we do.

Innovation – Being innovative and enterprising as a means of identifying solutions and developing our business.

Respect – We commit to working with all people fairly and openly, ensuring that differences are valued and all people are treated with respect.

Inclusive – We will provide equal opportunities and inclusive access in all our services.

Marketing and Communications

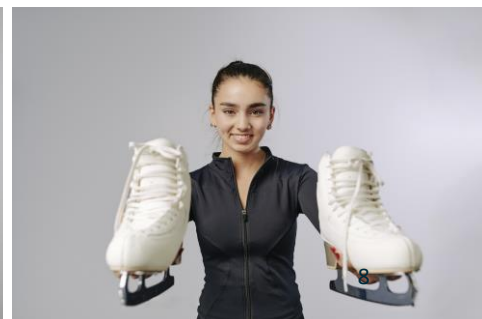
As part of the company's senior leadership team, the Head of Marketing and Communications sets the strategic direction for all marketing, communications and business development activity.

This is an exciting opportunity to take on a senior marketing role, reporting directly to the Chief Executive and leading a team of marketing and communications professionals.

We offer a broad range of health and wellbeing activities and programmes from 30 venues across Aberdeen. These activities bring a significant, positive impact to our local communities; we have thousands of stories to share, a huge range of exciting activities to promote and various commercial opportunities to develop.

As the Head of Marketing and Communications, you will have the autonomy to drive the strategic direction of all marketing, communications and business development activity. As the trusted voice for all things marketing and communications, the board of directors and colleagues within the senior leadership team will look to you for guidance on strategic communications activity and effective marketing of products, venues and services to bring additional income to the business.

This role will suit a marketing leader who enjoys diversity and is a creative, visionary thinker who has confidence in their convictions. In addition to a deep understanding of effective marketing and communications on a strategic and tactical level, the successful candidate will have exceptional stakeholder relationship management skills and highly effective organisational and planning skills with the ability to manage multiple projects at once.



Job Specification

Post	HEAD OF MARKETING AND COMMUNICATIONS
Department	MARKETING AND COMMUNICATIONS
Location	HQ
Reporting arrangement	Chief Executive
Responsible for	All full and part-time department employees, consultants and contracted and agency support staff.

Operating at a corporate and strategic level responsible for the following:

Strategic

Management

- Marketing strategy: development and implementation
- Communications strategy (internal and external): development and implementation. Public relations and media interface
- Business development strategy: increasing membership and programme income, managing and increasing advertising and sponsorship income

People

Leadership

and

Management

- Ensuring all department employees understand the company mission/goals and are motivated to achieve them
- Providing clear direction and support to employees so they are fully equipped to deliver a quality service
- Promoting a culture of continuous organisational improvement and strong customer focus
- Recruiting, managing and supporting direct reports through formal and informal mechanisms to help achieve positive performance, agreeing improvements where necessary and developing them to reach their potential
- Ensuring effective channels of communication and teamwork within the department and the wider company

Marketing and Communications

- Create effective integrated marketing, communications and business development strategies which maximise income growth through increased participation in Sport Aberdeen programmes and activities and grow the company's market share and reputation
- Manage media relations and strategic communications activity
- Ensure a thorough understanding of customer needs and motivations, determining the most effective means of targeting prospects
- Work with Head of HR and Organisational Development, to progress the internal communication framework that supports employee engagement with, and understanding of, the company's business
- Analyse all sales and commercial activity reports using the data to provide insight on the company's performance around commercial activity and sales, utilising the information to inform business development decisions and improve performance
- Manage the strategy for increased and sustained sponsorship, advertising and revenue growth
- Actively research and develop opportunities to grow the various company products and brands
- Protect and develop the Sport Aberdeen brand and sub-brands
- Work with IT and digital systems particularly linked to the company's web and digital presence in accordance with company policies
- Proactively engage with a range of business networks across the city and region and maintain a strong relationship with key agencies (e.g. AGCC, Aberdeen Inspired, SCDI), representing the Chief Executive Officer where appropriate at networking functions and events

General

- Prepare reports and strategic documents and be responsible for recommending policy and service improvements, presenting to the Chief Executive Officer as well as the company board of directors and its committees as required
- Be an active participant and member of the company's extended leadership team, as well as other interdepartmental and cross-company working groups
- Represent the Chief Executive Officer as required
- Take an active part in appraising their own work against agreed priorities and targets in accordance with Sport Aberdeen's performance management framework

Working Approach and Expectations

- Supporting the Chief Executive Officer in creating a continuously improving company, focused on customers and the community
- Adopt a participative and collaborative style of working, underpinned by strong interpersonal skills that ensure effective team work with partner's stakeholders and colleagues
- Working collaboratively, being supportive of colleagues and others; includes attending relevant meetings and keeping colleagues up to date on relevant issues
- Use appropriate management information systems, maintain confidentiality and observe data protection guidelines
- All employees are required to carry out their duties and responsibilities in accordance with Sport Aberdeen's health and safety policy and all other company policies and legislation relevant to the job
- Be aware of equality legislation and promote equal opportunities

Resource Management

- Develop and manage the department’s budget, in line with company policies and financial regulations and accounting processes, ensuring best value and reporting on a regular basis to the Chief Executive Officer
- Regularly analyse and report on financial performance of the department, with a specific focus on commercial income targets and business activity efficiency and profitability

Miscellaneous

- This job profile cannot cover everything that may arise within the scope of the post. The postholder will be expected to carry out other duties from time to time which are broadly consistent with the duties as detailed above and to help ensure the highest standards are maintained in every area of the business.
- Occasional travel out with the city of Aberdeen e.g. conferences, professional networks

Prepared by	Keith Heslop	Nickie Scorgie
Designation	Chief Executive Officer	Head of HR and Organisational Development
Date	March 2024	March 2024

Application Process

We are partnering with Denholm Associates to find the ideal candidate for this exciting role.

To apply, please visit <https://www.denholmassociates.com/sport-aberdeen/>

Initial assessment will be made based on how you demonstrate your suitability for the role against these key areas:

- Strategic management
- Resource management
- People leadership and management
- Marketing and communication services

For questions regarding the recruitment process, contact Nickie Scorgie, Head of HR and Organisational Development nscorgie@sportaberdeen.co.uk

Checks

Before any firm offer of employment can be made, references will be checked and evidence of qualifications will be required.

In addition, we are legally required to ensure that you are eligible to work in this country and you will be asked to provide appropriate evidence.



EMPLOYMENT PACKAGE

SALARY

This role has a salary commensurate with its responsibilities and expectations. As a guide, this will be over £55,000 (subject to negotiation).

ADDITIONAL BENEFITS

Work/life balance	<ul style="list-style-type: none"> Smarter working frameworks (family-friendly policies) Generous annual leave
Getting around	<ul style="list-style-type: none"> Travel and subsistence policy
Money and investment	<ul style="list-style-type: none"> Pension scheme Independent financial advice Online retail discount scheme (Perks at Work) AVCs (where applicable)
Protection and insurance	<ul style="list-style-type: none"> Life assurance scheme Health cash plan
Healthy living	<ul style="list-style-type: none"> Free gym membership Cycle to work scheme Employee assistance programme Employee welfare (occupational health)



YOUR Brand of Choice

By providing value-for-money sport and physical activity opportunities that are accessible for all, providing high quality customer services.

YOUR Provider of Choice

By providing a flexible business model with the capacity for growth and diversification.

YOUR Employer of Choice

By providing an environment that successfully attracts, develops and retains talent.

YOUR Partner of Choice

By being trusted and highly regarded, with a reputation for delivering innovative, creative and joined-up solutions.



www.sportaberdeen.co.uk

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