

JOB DESCRIPTION

Job Title	Coordinator – Sports facilities
Job Holder	
Responsible to:	Head of Facilities
Responsible for:	N/A

Main Duties:	<p>Ensure a balanced and progressive programme of sports bookings, utilising full capacity of the Beacon of Light</p> <p>Work with Marketing and Communications team to implement the marketing strategy and plan for the Beacon of Light sports programmes</p> <p>Develop and implement consistent and appropriate marketing methods for all site activities</p> <p>Creatively develop the offer focusing on best-fit events</p> <p>Creative approach to developing the programme of use</p>
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Responsibilities and duties relevant to this Role:

Programming

- Lead weekly operational meetings to ensure all internal contacts are fully informed on session planning and programming in order to maximise operational efficiency and profitable use
- Develop strategies for daytime, evening, weekend and seasonal provision
- Broker new and develop existing relationships with suppliers, contractors, clients, sponsors and partners
- Negotiate and prepare contracts
- Provide timely reporting to the Head of Facilities to ensure gaps are identified and filled in the timetable
- Ensure major Beacon of Light donors needs are met in line with agreed benefits
- Work with Head of Digital content to develop new ideas and ensure the webpages on the website are accurate

Marketing

- Work with Marketing and Communications team to develop and deliver dedicated plans and strategies for the marketing of designated areas within the facility to generate income, attract new customers and retain existing customers
- Ensure targeted marketing meets the needs of Beacon of Light major donors and their agreed benefits and expectations
- Fully develop the use of low-cost marketing outlets e.g. email, texting, social media networks etc.
- Keep Senior Management informed on all aspects of promotions, advertising, public relations, campaigns and corporate approaches
- Lead on customer retention activities and advise on programme innovations
- Provide customer insight and feedback analysis
- Build the reputation and brand of Beacon of Light including core values
- Create membership programmes as appropriate to the services provided
- Coordinate market research to identify interest and uptake for current and future activities
- Establish and maintain excellent working relationships to ensure effective networking with customers, partners and suppliers
- Horizon scan to develop a dynamic service wide programme which sustains interest and attracts new business
- Maintain an understanding of pricing and costing of facilities and activities marketed
- Interpret data held on software and databases, translating into proposals to support decision making at senior level
- Demonstrate sound commercial judgement and knowledge

Administration and M&E responsibilities and duties:

- Following the Measuring Impact and Excellence Policy and Procedure to set impact measures, collect feedback, record and measure impact reporting internally and externally
- Work within the established administrative and financial systems to ensure smooth running and quality of projects
- Complete relevant administration for partner agencies
- Produce accurate ad hoc reports as requested
- Answer internal and external queries in relation to your role in a timely and professional manner
- Ensure third party agreements, service level agreements, risk assessments, lesson files and session plans are up to date, in place and signed where relevant
- Ensure databases are updated on a regular basis with correct information
- Complete and keep up to date: monthly reports (including dashboards), quarterly pro-v-act statistics, traffic lights and development plans
- Contribute to the Self-Assessment process and work to the agreed objectives for your team and the organisation

Development/Donor responsibilities and duties:

- Contribute to the processes of forward planning and development of the events programme
- Identify PR opportunities and case studies
- Undertake market research and customer/participant surveys
- Complete all paperwork accurately and on time
- Build strong and lasting external business relationships with partners, donors and agencies
- Identify and source new opportunities
- Keep up to date with relevant developments in events management, the geographic location and the third sector
- Ensure targets are met on budget
- Support the objectives and aims of the Beacon of Light, and associated companies as relevant, as provided in the Business Plans
- Attend relevant training and good practice events
- Assist with the running of Foundation events

Behaviour and Professional responsibilities and duties:

- Maintain working practices in line with Foundation of Light Equality and Diversity, Health and Safety and Safeguarding policies; self-awareness of own responsibility in these areas
- Ensure regulatory and legislative requirements are met at all times
- Conduct should reflect the Staff Behaviour Policy (Code of Conduct); uphold Foundation core values (as shown below) at all times
- Maintain the highest level of professionalism and confidentiality.
- Attend working groups and CPD session as required
- Build strong internal relationships
- Work in collaboration with colleagues to achieve the end goal
- Ensure positive organisational messages and culture are maintained
- Contribute to good housekeeping across all Foundation sites and equipment
- Follow the laid down policies and procedures at all times

Equality, Diversity and Inclusion Statement:

All individuals will be treated equally and fairly in the application of this procedure. All reasonable requests to accommodate requirements in terms of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation will be made.



FOUNDATION OF LIGHT CORE VALUES
<p>We work as a team</p> <p>We are professional</p> <p>We are proud of what we do and dedicated to achieving our goals</p> <p>We are progressive and forward thinking</p> <p>We are fully committed to achieving the best for our customers and communities</p> <p>We are passionate and enthusiastic</p>

Please note - you may also be required to carry out other tasks, not listed, to assist in the efficient operation of our business. At all times you will be required to act in accordance with company policies, follow departmental procedures and maintain the highest level of confidentiality.

Acceptance of the job description by the Employee:

Signed

Print Name

Date

PERSONAL SPECIFICATION

Requirement	Essential (E) or Desirable (D)
Skills:	
Mentoring	D
Communication, oral and written	E
Planning and control	E
Team work	E
Work on own initiative	E
Interpersonal	E
Conflict handling and resolution	E
Creativity and imagination relevant to the workplace	E
ICT and administration	E
Ability to work under pressure and to tight deadlines	E
Application and funding bid writing	D
Group work facilitation	E
Multi-tasking	E
Ability to establish professional, effective working relationships with a range of partners, customers, colleagues and participants	E
Managing people	E
Qualities:	
Commitment	E
Flexibility	E
Honesty and trustworthiness	E
Motivation and enthusiasm	E
Patience and diplomacy	E
Persistence in the workplace	E
Determination to succeed and meet targets	E
Commitment to equality and diversity, safeguarding and health and safety	E
Flexible approach to working hours	E
Knowledge:	
Sound knowledge of events management	E
Sound knowledge of programming and planning in the leisure/sport industry	E
Development and management of external partnerships	E
Sound knowledge of up to date marketing techniques, trends and strategies	E
Public relations	E
Safeguarding	E
First Aid	E
Understanding:	
Delivery of exceptional customer service	E
Of the levels, abilities and ages of participants worked with	E

Of the need to work flexible hours to meet the needs of the charity	E
Commerciality	E
Workplace behaviours and conduct	E
Experience:	
Minimum of three years' recent extensive marketing and programming management in a similar setting	E
Market research techniques and manipulation of data from software and databases	D
Copyrighting	D
Planning and working to budgets	E
Meeting targets in the workplace	E
Monitoring and evaluation mechanisms	E

Qualifications (or recognised equivalent):	
First Aid	E
Driving Licence	E
ICT at Level 2	D
GCSE Mathematics and English at grade C or above	E
Degree level qualification in relevant subject, e.g. Marketing/Communication	D
Evidence of CPD and/or membership of professional body	E
Management at level 3	D