

LEISURE & COMMUNITY MANAGER

JOB DESCRIPTION

JOB TITLE	Leisure & Community Manager
DEPARTMENT/SECTION	LEISURE
RESPONSIBLE FOR WHICH OTHER POSTS	N/A
RESPONSIBLE TO	Assistant Principal
RESPONSIBLE FOR	LEISURE ASSISTANTS

37 HOURS PER WEEK (ROTA BASED), 52 WEEKS PER YEAR

Job Purpose

To manage the operational, marketing and communication activities for all community and leisure facilities. This role carries responsibility for the management, recruitment and training of a team of staff who work within the leisure and community facilities that are open to sports clubs and the general public.

A key part of this role is the responsibility for delivering revenue targets from lettings sales, event sales, securing sponsorship and project funding to ensure the profitability and self-sufficiency of all community and sports facilities.

enquiries@sgacmat.co.uk

c/o Painsley Catholic College, Station Road, Cheadle, Staffordshire ST10 1LH

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Particular tasks/responsibilities

Facilities

Budget management, to ensure that staff and other resources are appropriately managed to provide a sustainable service to our customers and community stakeholders.

Strengthen existing customer relationships and develop new opportunities within key sporting, business and community organisations.

Secure high standards of health and safety of equipment, facilities and users at all times.

Marketing

Develop a strategic marketing strategy to promote the community, leisure and educational facilities across the Multi Academy Company.

Development of a communication strategy that will ensure a consistent approach to leisure and facilities communications across the Multi Academy Company. This should consider all key postal, email, web and electronic communication and marketing collateral used at all points of contact throughout our customer journey.

Revenue Generation

Develop relationships and projects that enable additional revenue activity to be implemented.

Strategic Vision

It is envisaged that this role will evolve over two distinct phases:

Phase 1 – Improvements to current operations at OLSC site

To maximise all revenue opportunities from current leisure and facilities assets at the OLSC site, to ensure that we can transition from being a subsidised activity to making a significant income contribution towards the Multi Academy Company.

To develop relationships with existing customers to increase usage of facilities and secure additional revenue.

To develop new customer relationships to increase usage of :

Under-utilised assets

Assets that have the highest contribution level

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To review the cost structure of our facilities against the market and make recommendations to changes in commercial agreements and pricing

To develop new activities that will promote the facilities we have to offer and also promote and elevate the awareness of what the school(s) have to offer.

Identify improvements that could be made to (site / facilities / market proposition / resources) and find potential sponsors or funding sources that enable improvements to be made.

Expand usage of facilities beyond sports and leisure, to target local businesses and community groups and foster new joint projects that provide opportunities for our student population.

Review the systems we use for customer data processing to ensure compliance with regulations and suitability for the use of financial, marketing, reporting and governance management purposes.

Attend regular meetings with line managers to report on activity and progress of financial targets.

Manage a Diversionary Programme

Contribute to and manage diversionary activities, targeting peak crime hours

Strengthen existing and forge new working relationships with key community organizations

Manage Qualification and Resources

Arrange NGB (or equivalent) courses for school and wider community at the Sports College

Deploy successful candidates into clubs, Sports College activities and events

Empower community members to develop their own clubs on site

Manage People and Welfare

Effectively manage a team of leisure staff to ensure the sound operation of the sports facility

Advise on and contribute to the professional development of leisure staff

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Successfully timetable leisure staff to meet the demands of the community sports programme

Phase 2 – Centralisation and expansion of operations across the company:

To manage the centralisation and expansion of facilities management and marketing across the Multi Academy Company.

Carry out a strategic review of resources needed, review of commercial opportunities and likely return on investment.

Implementation of centralisation process and ongoing management of resources.

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications	Either: NVQ Level 3 in Sports Leisure Management qualification or equivalent; or NVQ Level 3 Diploma in Marketing or equivalent	Leisure Degree or HND. Tutor training courses.

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Experience	<p>Demonstrate competence in:</p> <p>managing leisure facilities and staff resources to ensure a high quality of service provision to our customers.</p> <p>achievement of sales targets, competence at planning and managing budgeted staff and maintenance expenditure.</p> <p>developing and organising events and courses.</p> <p>developing relationships with community organisations and local businesses, and working with community groups.</p> <p>working within the club structure.</p> <p>securing of robust standards of health and safety of equipment, facilities and users at all times.</p>	<p>Demonstrate an understanding of the School Sports Coordinator partnerships, the structure of sport and key partners.</p> <p>Qualifications across a range of sports, including fitness suite supervision.</p>
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<p>Knowledge and Skills</p>	<p>Proven record in community sport with a clear vision of the Sports College within the wider community.</p> <p>Proven marketing experience in promoting leisure club facilities.</p> <p>Ability to demonstrate and articulate the vision to gain commitment from others.</p> <p>Ability to demonstrate flexible and sensitive leadership in a clear management style.</p> <p>Ability to monitor, evaluate and review performance, practices and Sports College targets.</p> <p>Commercial awareness / ability to make well thought out decisions / to be able to justify decisions.</p> <p>Planning skills, (staff rota, events, budgets, maintenance, safety checks, etc.)</p> <p>Proven marketing skills in planning, contact management, communication, collateral creation, use of marketing applications and software including social media.</p>	<p>Qualifications to enable the ability to deliver NGB accreditation to others.</p>
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Personal Qualities	<p>A person is sought who can demonstrate:</p> <ul style="list-style-type: none"> • Enthusiasm • Energy • Ability to cope under pressure • Professional approach to developing external relationships. • A high level of communication skills, able to communicate and promote the company's facilities to a wide audience. <p>Willingness to support the Catholic ethos and Mission of the school</p> <p>a strong commitment to Safeguarding and the welfare of children.</p> <p>Willingness to participate in Training and Development events</p>	

Signature of Post Holder: _____

Signature of Principal: _____

Date: _____

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