

**JOB TITLE:** Marketing Manager

**DEADLINE FOR APPLICATIONS:** April 14th 2024

**INTERVIEW DATES:** Week of 22nd April 2024

**SALARY:** £27'000 - £32'000 dependant on experience

**LOCATION:** There will be some remote working if desired, offices are based in Thanet (at least 1 day per week), with our other offices in Faversham, Sittingbourne and Aylesford. 1 day a week will be at one of these locations that can be based around the candidate location.

**APPLICATION LINK:**

<https://www.cognitoforms.com/TSCKENTLTD/TSCGeneralStaffApplicationForm>

**START DATE:** March/April 2024 – Dependant on notice period.

TSC are a leading sports coaching company dedicated to providing high-quality coaching services to schools and in the community, online subscriptions, and franchise opportunities. With a dynamic and innovative approach, we are expanding rapidly and are seeking a talented Marketing Manager to join our team. The role will also work with our partner company Sports Connect who we work collaboratively with on numerous projects.

**1. Purpose of Post**

As a Marketing Manager, you will play a pivotal role in developing and actioning our marketing strategy. This will involve growing our coaches club, expanding our current franchises, attracting new franchisees and maximizing revenue from our office facilities. This is a unique opportunity where 60% of your time will be dedicated to our sports coaching business, and the remaining 40% will involve collaboration with Sports Connect who are our partner company in the sports education sector. The partnership work with Sports Connect will focus on increasing brand reach and creating leads for Education programmes. This is mainly a marketing role, but will involve some sales responsibilities in terms of increasing numbers to sites and creating and nurturing leads for the businesses.

**2. Key Areas**

- Develop and enhance TSC and Sports Connect marketing strategy based on company aims and missions.
- Develop and implement marketing strategies to drive subscriptions to our online coaches club.
- Identify and pursue franchise opportunities, working towards expanding our sports coaching business.

- Promote and generate income from our office facility by marketing available spaces for hire.
- Collaborate with the partner company to align marketing efforts and achieve common goals.
- Create leads for potential sales that are then progressed on to the appropriate person with the company.
- Adapt to a dynamic environment and contribute to continuous improvement initiatives.
- Liaise with our social media team on marketing strategy and campaigns, as well as creating marketing materials to be used online and offline throughout the company.

### **3. Key Requirements**

- Proven experience in marketing, preferably within the sports or education sector.
- Demonstrates knowledge of growing subscription-based services and expanding business through franchise sales.
- Strong ability to adapt to change, maintaining a growth mindset in a dynamic environment.
- Excellent communication and interpersonal skills to foster collaboration with internal and external stakeholders.
- Self-motivated with a track record of meeting and exceeding targets. Flexibility to work both in-office and remotely.

### **4. Responsible To**

Responsible to the Managing Director.

### **5. Other Areas**

As the post involves working with children and young people, the post holder will be required to undergo an enhanced Criminal Records Bureau Check.

There is flexibility for mobile working, but the employee will be required to spend a minimum of 40% of their time (2 days per week) working from the office location.

This role can potentially be flexible and offered pro-rata to the right candidate if candidates have limited hours that they are available for during the week.

### **6. If you have any questions**

If you have any questions or would like to discuss this role further please email [seb@tscoaching.co.uk](mailto:seb@tscoaching.co.uk)

**PERSON SPECIFICATION:**

Qualifications	Essential	Desirable
Relevant degree or equivalent qualification in Marketing or a related field.	X	
<b>Experience</b>		
Proven experience in marketing, preferably within the sports or education sector.	X	
Experience in creating, developing and initiating company marketing strategies.	X	
Demonstrable success in growing subscription-based services.		X
Demonstrable success in expanding business through franchise sales.		X
Demonstrable success in growing subscription-based services and expanding business through franchise sales.		X
Strong ability to adapt to change, maintaining a growth mindset in a dynamic environment.	X	
<b>Skills</b>		
Ability to think creatively and develop innovative marketing campaigns	X	
A passion for sports and a deep understanding of the sports coaching industry		X
Ability to work collaboratively within a team environment.	X	
Proficiency in digital marketing tools and strategies.	X	
Flexibility to work both in-office and remotely.	X	
Self-motivated with a track record of meeting and exceeding targets.	X	
<b>Other Requirements</b>		
Successful candidates will be thoroughly background checked which will include references and carrying out an enhanced DBS check	X	
Willing to undertake mandatory training and demonstrate awareness of Health & Safety requirements.	X	
Willing to undertake mandatory training and demonstrate awareness of GDPR.	X	
Fit the company values of Sports Connect and TSC.	X	
Have access to your own transport.	X	
<b>Safeguarding</b>		
Have an understanding of Safeguarding and be able to adapt marketing activities to the companies safeguarding standards.	X	