

**Job Description**

**Post Title: Together Levenmouth- Sales & Marketing Manager**

**Hours:** 35 hours per week including some evening and

weekend work

**Type:** Permanent Post

**Reporting to:** BRAG Enterprises -Enterprise Manager

**Location:** Together Levenmouth Hub, 45 High Street, Leven, KY8 4NE / Travel to various locations within a 50 mile radius

**The role**

The successful candidate will be responsible for the sales and marketing of activities related to the Together Levenmouth (TL) Project. The main product of TL is our High Street Hub. The hub currently hosts escape rooms, indoor crazy golf courses, a café, party room and a gift shop with further developments planned. Our aim is to drive additional traffic to the high street to increase footfall from visitors. Sadly, the hub is temporarily closed due to a recent nearby fire in Leven High Street but we are expecting to be able to open again soon.

The post holder will be a self-starter with a tenacious and focused character who can develop strategies that drive income and sales whilst helping us deliver on our social objectives. We envisage this role will require 2 or 3 days based in the Hub with the remainder on the road, making connections driving sales from local businesses, partners and consumers. We are a Social Enterprise and a project within local charity BRAG Enterprises. As such the profits from this project will eventually be fed back into the Levenmouth area. This role would suit someone experienced and target-driven but someone that also wishes to use their skills and energy for something that benefits the community rather than lines private pockets.

**Duties**

Primary - To create a marketing strategy that effectively promotes the Hub and all its activities

To drive the bookings for events within the Hub and directly to external organisations/ public/agencies to ensure success

To ensure the web booking system is being used effectively and update web content

To drive sales and report to Enterprise Manager results whilst working within budget

To engage with the community to increase our social impact and results

Performing local, regional and national market research to determine pricing schedules, market trends, demographic data, customer buying habits and competitor product offers

To identify and develop new sales / partnerships / revenue streams

To work with the local tourism association (LLTA) with the purpose of attracting more visitors to Levenmouth

To project plan and deliver all events

Engaging with partners & stakeholders to ensure maximum brand exposure

Secondary - To work alongside the Operations Manager of the Hub in all aspects of operations and staff management

To help with the recruiting, training, and supervising of staff & volunteers

To step in at the hub where needed if the operations manager is absent

To lead by example on high customer service standards

**Personal Skills/Attributes**

**Essential**

Must be pro-active and able to deliver results without direct supervision

Ability to sell services direct to organisations and manage a pipeline of activity to achieve the results required

Highly skilled in marketing and social media with demonstrable results

Able to identify more effective branding ideas and develop innovative promotional materials for optimal customer engagement

Experience of staff leadership

Excellent customer service skills

Good problem solver

Able to conduct detailed research and analysis

Organisational abilities, report writing and numeracy skills

Highly Competent in IT (Excel, Word, email, web content)

Excellent communicator at all levels, both written & verbal

Flexible and adaptable

High self-motivation and ability to motivate others

Ability to create & build positive partnerships

Evidence of ability to work effectively under pressure

Willingness to undertake further professional development as identified

Driver with access to a suitable vehicle (mileage expenses will be paid)

**Desirable**

Qualification or relevant experience working within sales, marketing, events or tourism

Experience of financial reporting and analysis

Experience of stock management / EPOS systems

Risk management

Previous experience of working in a café/restaurant

Experience in completing grant funding applications

Knowledge of impact measurement

Experience of providing services to socially and economically diverse communities with appropriate engagement skills to do so effectively

**General**

Attend meetings and conferences as deemed appropriate by the Enterprise Manager or which are directly related to the activities of programmes highlighted in the scope.

Attend training that has been agreed, primarily, through a Personal Development Planning process.

Undertake any other duties as requested by the Enterprise Manager that are in the “spirit” of the posts intent.

As an employee of Brag Enterprises, the post holder will also be expected to contribute to the maintenance of a safe and healthy working environment. Successfully complete induction training and probationary targets.

Positively promote professional relationships within the organisation, with colleagues, with other professionals and agencies, and the wider community.

Positively promote the organisation and its services.

Fully participate in systems, which ensure full attention to confidentiality, equal opportunity, and anti-discriminatory practice.

Promote professional standards of service delivery in accordance with policies and procedures.

Ensure that all administrative functions appropriate to the post are carried out to a high standard, in accordance with stated policy and procedure and that appropriate records are maintained.

It is the nature of the work of the post that tasks and responsibilities are, in many circumstances, unpredictable and varied. All staff are therefore expected to work in a flexible way when the occasion arises so that tasks which are not specifically covered in their job description, can be undertaken.