

SOUTH DERBYSHIRE DISTRICT COUNCIL

JOB DESCRIPTION

DIRECTORATE: Community Services
DIVISION: Leisure & Community Development
POST: Performance and Marketing Officer
POST NO.
GRADE:
RESPONSIBLE TO: Head of Leisure and Community Development

JOB SUMMARY:

1. To co-ordinate, contribute and assist the Leisure and Community Development Manager in leading the Division's commitment to performance improvement and management.
2. To develop, contribute and co-ordinate the marketing and promotion of the Leisure and Community Development Service.
3. To manage, programme and promote The Glade in The Forest performance arena, including development of the business plan and marketing plan
4. To develop and support special projects across the Leisure and Community Development Division.

MAIN DUTIES AND RESPONSIBILITIES:

1. To develop a performance framework and performance monitoring processes across the division.
2. To assist in the development of a performance culture within the Division.
3. Through the use of benchmarking or other appropriate techniques, maintain a constant awareness of performance achievements of comparable organisations for the purpose of continuous improvement for Leisure Services.
4. To maintain and develop the Unit's input onto websites.
5. To co-ordinate the production and collation of publicity material for the Service.
6. To promote the community development potential of all community events and projects by the systematic use of surveys and other techniques to evaluate their impact and cost effectiveness, from which recommendations for future service development will follow.

7. To manage the programming, marketing and business plan of The Glade in The Forest performance arena
8. To develop and monitor performance management systems, developing performance indicators with emerging LAA priorities.
9. To develop and monitor service standards and collation of regular reports.
10. To assist in the organisation and delivery of public events, such as the Festival of Leisure, Liberation Day, 'Switch-On' of the Christmas Lights.
11. To be responsible for the development and delivery of a Service Promotional Plan.
12. To promote quality delivery by contractors within facilities and liaise with Facility and Development Client Managers to promote facilities and activities.
13. To support the development of membership to the Derbyshire Leisure Card to maximise opportunities for under represented cultural groups and the promotion of activities to concessionary users.
14. Responsible for an efficient and effective service to the Council, in compliance with the Leisure and Community Development Service Plan.
15. To ensure that equal opportunities and customer care are a central dimension to service delivery and to promote the Council's Equal Opportunity and Customer Care Policies.
16. Undertake other duties commensurate with the experience of the postholder and grading of the post as may be reasonably delegated from time to time.

SPECIFIC RESPONSIBILITIES:

1. To establish and co-ordinate development and delivery of performance management and improvement regimes across the Division.
2. To produce business, programme and marketing plans for The Glade in The Forest
3. The maintenance and establishment of appropriate records and the accurate completion of statistical and information returns as required.
4. To update the Service's pages on the Council's website and provide regular features.
5. To maintain a library of press and media cuttings for the Service.
6. To assist in responding to any emergency situation that may arise in the Leisure and Community Development Service.
7. To assist in the day-to-day promotion of the Service.