



JOB DESCRIPTION

Sport Works

Job Description & Outcomes

Post Title: Data & Marketing Coordinator

Responsible to: Regional Director

Hours: Full time

Salary: £22,000 to £24,000

Package includes: Pension, laptop, mobile phone

Our Mission: About the Role

Sport Works has an excellent opportunity for a highly motivated and experienced individual to manage and coordinate both the data and marketing functions across the North East region.

It is an exciting time to join Sport Works as we celebrate ten years and look forward to launching our ambitious three-year growth plan. Operating from ten sites across England, we are proud of the impact our work has on the health and education standards of individuals throughout the country. The Data and Marketing Coordinator is key to our improvement and growth in coming years.

Why the Role Exists

The Data & Marketing Coordinator role will be responsible for the data and compliance functions across the North East. Working directly with both managerial and operational colleagues, the post is key to ensuring contracts are effectively managed and income secured. The role will ensure that Sport Works is able to support increasing numbers of learners/participants each year whilst delivering high standards of customer service.

The post is also tasked with overseeing the marketing and promotion of projects across the North East and UK in order to generate awareness of our work.

Outcomes: The role is tasked with achieving the following outcomes in the first 12 months:

- To manage the 'learner/participant lifecycle' from enrolment to completion, maintaining high standards of quality and compliance in line with contractual and legal requirements
- To monitor, track and process paperwork and learner/participant data, creating (minimum) monthly reports using appropriate information software and systems
- To work closely with the Regional staff team to monitor and manage financial performance
- Ensure quality and compliance are of the highest quality and in line with contractual requirements, including liaison with colleagues relating to data and finance
- To develop a comprehensive marketing strategy including online and offline activity to increase the profile of Sport Works on a regional and national basis, leading to the development of new business.
- Consistently meet monthly KPIs and score highly at performance reviews
- Ensure customer satisfaction rates are consistently above 95%
- Provide monthly data and marketing reports to the Regional Director

Competencies: The following provides an overview of the technical and personal skills required:

Area	Technical Skill / Requirement	Competency
Knowledge / Training / Qualifications	<p>Comprehensive understanding of the finance and compliance requirements within the skills / training / education sectors</p> <p>Knowledge of contract management within relevant and aligned contracts in the skills /training and public sectors</p> <p>Knowledge of quality, compliance and administration standards within the skills/education and public sectors</p> <p>Knowledge of effective marketing strategies including the use of online and offline systems</p>	<p>Able to produce detailed reports and paperwork which track performance on a weekly, monthly, quarterly and annual basis</p> <p>Able to analyse the data and compliance requirements of contracts and develop appropriate systems and reporting methods</p> <p>Ability to plan progressive, developmental sport and educational programmes</p> <p>Can develop and implement targeted marketing initiatives which directly engage with clients, learners and/or participants</p>
Relevant Experience	<p>Minimum two years' experience within a similar role and ideally experience managing contracts funded by ESFA / Central Government</p> <p>Minimum one years' experience of marketing and promoting services with demonstrable impact</p>	<p>Knowledge and experience of managing data and compliance within the skills/training sectors (including ESFA, ESF funded provision)</p> <p>Knowledge and experience in working with qualification awarding bodies</p> <p>Experience of successfully using systems to support learning for</p>

		<p>both mainstream and disadvantaged learners including those with SEN and/or challenging behaviour</p> <p>Experience of effective logistics management within an educational environment, to include coordination of self and other staff members</p> <p>Excellent communication and interpersonal skills and the ability to communicate with people at all levels. Ability to inspire, motivate and encourage people through sport.</p> <p>Ability to lead, support and mentor contribute and work effectively as part of a team</p>
<p>Additional Requirements</p>	<p>Good verbal and written communication skills to communicate with internal and external partners/learners/staff</p> <p>Ability to work efficiently on own initiative, under pressure and maintain a high standard of work</p> <p>A flexible attitude to working, willing to work evenings and weekends</p> <p>Commitment to continuous professional development and willingness to undertake training where necessary</p> <p>Ability to travel independently</p> <p>Confident with a high degree</p>	<p>Hard working- a 'starter/finisher approach to work'</p> <p>High standards- not satisfied unless the service is 'outstanding'</p> <p>Honesty- can be trusted to deliver high standards in an ethical and compliant way</p> <p>Efficiency- can work effectively within tight deadlines</p> <p>Health oriented- motivated to improve both physical and mental health of clients, learners and themselves</p>

	of intrinsic motivation Commitment to equal opportunities, safeguarding and protection of children/vulnerable individuals Enhanced DBS Disclosure	
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To apply, or to arrange an informal conversation to discuss the position, please initially telephone Sport Works' messaging system (0191 5800 120) and leave the following information:

- Name
- Telephone number
- Brief summary of why you are interested in the role

One of our team will subsequently make contact and provide further details regarding the application process.

Deadline for telephone application: Friday 15th March @ 17.00

Sport Works is committed to equal employment opportunity for all employees and applicants without regard to age, colour, creed, disability status, gender, national origin, race, religion, sexual orientation or any other legally protected status.

No agencies please.