

WE'RE RECRUITING

Join the team at Denbighshire Leisure Ltd





Graphic Design and Digital Marketing Officer

Job reference: DLLL00018W3CJE

Location: Trem y Dyffryn, DLL HQ,
Denbigh, Denbighshire

Salary: Grade 9 £32,234 to £35,745

Hours: 37 per week

Contract: Permanent

Closing Date: 23 March 2021

How to apply:

If you are interested in this vacancy, please apply on-line via the website www.denbighshireleisure.co.uk. For alternative methods of applying please contact Denbighshire County Council Customer Services on 01824 706101.

Denbighshire Leisure Ltd. is a Council owned Trading Company Limited by Guarantee and as such application forms are administered by Denbighshire County Council. Candidates must complete our application form via the website to be considered. We regret that we are unable to reply to all applications. If you have not received a reply within three weeks of the closing date, you must assume that you have not been short listed for interview.

Letter from the Managing Director

Hi, my name is Jamie Groves, and I am the Managing Director of Denbighshire Leisure Ltd. As you are interested in joining our Company, we thought you would like to know a little bit about us.

This is a truly exciting time to join Denbighshire Leisure Ltd, as we are a new Company with a well-established, passionate and driven team, who all have a culture of high performance and excellent customer service. Our past successes have led us to where we are today, with a reputation for great experiences in all our facilities and a team who thrive on the customer having the best experiences possible.

Our commitment to providing customers with the highest standard of facilities continues year on year, and this rolling programme of investment into our facilities has led to a well-deserved reputation for providing residents and visitors with sport, fitness and leisure facilities that compare with the very best of the private sector. Our seven Leisure Centres offer top class gym equipment and a wide variety of fitness classes. Across the county, we also have six swimming pools, as well as sports halls and outdoor all weather pitches.

For those looking for a fun day out, we have SC2 Water Park with Ninja TAG in Rhyl, the Nova – our premium visitor destination in Prestatyn, and North Wales Bowls Centre. We also offer fine dining and cocktails in the 1891 Restaurant and Bar in Rhyl or pizza and a drink in the sunshine at the Beach Hut in Prestatyn. For those with an interest in the arts, you might like to pay a visit to Ruthin Craft Centre, the Centre for the Applied Arts with three galleries showing the best in national and international contemporary applied art. Our busy Active Communities team have a wealth of experience in their own sectors, and together they combine their skills to offer a varied programme of high quality, inclusive leisure opportunities. Everyone is committed to providing an excellent service to all our customers, so whether it's hosting a birthday party or helping someone improve their health and fitness, we are happy to help.

Our success is down to our staff, and we have a great team and ethic at Denbighshire Leisure Ltd. We offer a wide range of opportunities for training and career progression, and work hard to ensure our staff are happy in their chosen roles. If you are also passionate about providing excellent service, are friendly and approachable, with a desire to help both colleagues and customers, then you'll fit right in.

We look forward to receiving your application.



'Providing high quality, accessible leisure opportunities which attract high levels of participation and improve the wellbeing of our residents and visitors'



Denbighshire Leisure Ltd

Denbighshire Leisure Ltd is committed to Equal Opportunities and its Welsh Language Standards. We welcome applications in the Welsh Language and application forms received in the Welsh Language will not be treated less favourably than an application form submitted in English.

The Denbighshire Leisure team are a well-established, passionate and driven team, with a culture of high performance and excellent customer service. Our past successes have led us to where we are today, with an excellent reputation in all our facilities, and a hard working team who thrive on the customer having the best experiences possible.

We expect our staff to be committed to;

- Providing an excellent standard of service at all times
- Their own self development and the development of our business
- Working flexibly across sites where needed
- Supporting team working, supporting their colleagues and our customers

Our workforce is of utmost importance to us and we are committed to supporting staff to achieve a positive work-life balance. All employees of Denbighshire Leisure Ltd are entitled to a variety of benefits, including discounted gym membership, personal and professional learning and development opportunities, generous annual leave allowances (with the opportunity to purchase more) and support for applications for career breaks and secondments.

Denbighshire Leisure Ltd has been transformed over the past decade and is now renowned for delivering high standards of provision right across the County of Denbighshire; offering a new, unique, affordable, and a commercially sustainable Leisure offers; whilst making a significant contribution to improving the health of our residents and delivering Economic prosperity. This has been possible because of a highly motivated workforce, with a great culture who work to strong values.

The post holder will be expected to display and promote our company core values:

- We will stand by our principles of integrity and honesty.
- We will be trusted by our staff to always do what is right as their employer, and make them proud.
- We will never accept the status quo. We will work harder, become stronger and continue to deliver the highest quality of service to our customers.

The post holder is key to ensuring that ‘....by 2030 the company will continue to be renowned for providing high quality, accessible leisure opportunities which attract high levels of participation, and improve the wellbeing of Denbighshire’s residents and visitors.



Denbighshire Leisure Ltd has three important, but distinct pillars, which informs and influences the way we work and why the Company was created. The Company is recognised for the valuable contribution it makes to our communities, how it works with its partners and other businesses, and more importantly how the Company looks after and develops its workforce – the Company very much believes in a ‘one team - one bank’ account philosophy.

The three pillars of Denbighshire Leisure Ltd:

Our Community

Within the wider Denbighshire area, our teams work with a network of smaller communities consisting of customers, sports clubs, local groups and residents. We place these communities at the heart of everything we do.

Our People

We believe that our staff are a vital element of Denbighshire Leisure’s success. We value the skills and experience each individual brings to their role and although the Company offers a diverse range of services, our teams all have the same qualities in common – they are passionate and driven, with a culture of high performance and a reputation for excellent customer service.

Our Business

Denbighshire Leisure Ltd is a new Company, built from a history of high performance and innovative practice. Over recent years, as a service within Denbighshire County Council, we have built lasting and mutually beneficial relationships with a number of partner organisations. We are looking forward to the continued success of these established partnerships, whilst also developing new and exciting ventures. Within all of our relationships, we are committed to acting with integrity, transparency and courtesy.



Job Description

Job Title: Graphic Design and Digital Marketing Officer

Grade: 9 £32,234 to £35,745

Company: Denbighshire Leisure Ltd

Service Area: Customers and Marketing

Responsible to: Head of Marketing Brand and Public Relations

Job ID Number / Date Issued: 23rd March 2021.

Job Purpose:

We are seeking a creative graphic designer and marketing officer, skilled in digital and print design. We are looking to expand our team at a very exciting time in the company and we're looking for a passionate creative professional, with a strong background in graphic design and content creation for digital, print, signage and large scale productions.

Knowledge and skills:

- As a creative professional you will have a strategic approach and come up with ideas to produce everything from digital, advertising, newsletters, signage, branding, large scale production, vehicle livery, magazine design, email marketing, web pages, corporate guides and digital marketing campaigns including social content and infographics.
- We are looking for an experienced web/graphic designer to apply their creative flair, design skills and online marketing knowledge. You will be a self-starter with an eye for detail, working to a high standard of accuracy and organisation. You will demonstrate initiative, be proactive as well as self-manage time and projects with a proven ability to work under pressure and to tight deadlines.
- You will be confident working with printing companies to design, create and install projects from brief to completion. We are looking for someone to create original creative content, working from the point of view of the target audience and visually communicate with this audience in mind, with an analytical approach, reviewing performance of assets and refining.
- To provide advice, support and direction on all design matters, including researching new trends and technologies and evaluate their potential for the company. Managing your own time to work to agreed timescales and develop engaging marketing materials for campaigns across our portfolio of attractions, leisure centres and restaurants.



- You will have excellent knowledge of the digital landscape, including In-depth working knowledge of the Adobe Creative Suite (Photoshop, Illustrator & InDesign) and online software including Canva.
- The ideal candidate will be passionate about design for all platforms, including designing engaging content for websites, email and social media, designing and writing e-communications like newsletters and text campaigns, creating website content and a knowledge of CRM to update and maintained.
- You will be working within brand guidelines and maintaining a consistent experience across all channels, including print, web and social. Creating, preparing, proofing and checking print ready artwork.



Principal Accountabilities and Responsibilities:

- Be a creative professional who can come up with ideas to produce everything from digital, advertising, newsletters, signage, branding, large scale production, vehicle livery, magazine design, email marketing, web pages, corporate guides and digital marketing campaigns including social content and infographics.
- Be an experienced web/graphic designer to apply their creative flair, design skills and online marketing knowledge.
- Be a self-starter with an eye for detail, working to a high standard of accuracy and organisation. You will demonstrate initiative, be proactive as well as self-manage time and projects with a proven ability to work under pressure and to tight deadlines.
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Supervision/Management of People:

N/A

Special Working Conditions

- The post holder must have the ability to travel across Denbighshire for which an allowance is payable but subject to review.
- Although this post is 37 hours per week, a flexible approach to core working hours is required. The post holder will be expected to work the hours the job demands.
- The post holder will be required to complete tasks autonomously, and have a proven ability to work off their own initiative.
- The ability to prioritise work, deal with conflicting priorities and meet deadlines is essential to this post.

Employment Checks/Specific Requirements

All new starters are required to undergo our standard safer recruitment checks; two satisfactory references covering three years employment, evidence of essential qualifications, evidence of Right to Work in the UK.

Safeguarding Statement

Denbighshire Leisure Ltd recognises its obligations to safeguard children and adults together with preventing slavery and human trafficking and will do all in its power to prevent slavery and human trafficking within its business. Modern slavery can take many forms including the trafficking of people, forced labour, servitude and slavery.

Safeguarding is everyone's business and all Denbighshire Leisure employees are required to work in accordance with the organisation's Child / Adult Safeguarding policies and procedures and have a duty to report any concerns which may be noted during the course of their duties and are asked to be alert to the signs of exploitation. Concerns should be raised via their Designated Safeguarding Manager in order that the organisation can take prompt action when exploitation is identified.



Person Specification

The Person Specification sets out the skills, knowledge and experience that are considered to be necessary to carry out the duties of the post effectively. It will be used in the short-listing and interview process for this post. You should demonstrate on your application form how you meet these criteria as you will only be shortlisted if you meet all of the essential criteria (and desirable criteria where applicable).

Post title: Graphic Design and Digital Marketing Officer

Service: Marketing, Brand and Public Relations

Grade: 9 £32,234 to £35,745

Qualifications Experience & Knowledge

- A degree or equivalent in graphic design, marketing or related field or have significant relevant experience.
- Experience of delivering marketing initiatives to a Marketing brief.
- Working knowledge of CRM systems and Wordpress is highly beneficial
- Proven ability and expertise in Adobe Creative Cloud, specifically Indesign, Photoshop and Illustrator
- Experience of working to deadlines and delivering effectively.
- Must be flexible and able to work under pressure and meet deadlines.
- Sound knowledge of artwork, print and digital processes.
- Proven ability to provide imaginative and creative design solutions for print and digital media, taking responsibility for each project from initial brief to completion.
- Excellent time management and organisational skills with the ability to work independently and collaboratively on design projects to meet multiple deadlines.

- Experience of designing and producing marketing materials for print and digital platforms, including web, social media, printed materials and physical signage.
- Experience of working on large scale projects, including vehicle livery, wall decoration and venue design would be preferable.
- Experience of evaluating the effectiveness of marketing campaigns with analytical tools.
- Highly developed people skills with the ability to work with a wide range of people both internal and external to the organisation.
- Excellent communication skills, both oral and written.
- Experience of delivering excellent customer service.
- Ability to work independently and on own initiative with good organisational skills.



Thank you for your interest.

For more information please contact Angie Platt, Head of Marketing, Brand and Public Relations at Denbighshire Leisure Ltd angie.platt@denbighshireleisure.co.uk



www.denbighshireleisure.co.uk



Denbighshire Leisure Ltd



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