

We're **recruiting**

VACANCY highlights





PR & Marketing Officer (Social & Digital Content)

Location : Trem y Dyffryn, Denbigh (with the ability to travel to all DLL sites)

Salary : £30,060 to £32,654 per year

Hours : 37 hours per week, including event coverage at the weekends when required

Contract : Permanent

Closing Date : Monday, 23rd June 2025.

How to apply:

To apply, please email a copy of your CV and a Cover Letter to our People Team at People@denbighshireleisure.co.uk.

We will shortlist for interview shortly after the vacancy has closed, and if you have been selected for interview, you will receive an email with details.

Mae'r pecyn yma ar gael yn Gymraeg hefyd / This pack is also available in Welsh

Denbighshire Leisure Ltd

We are committed to Equal Opportunities and the 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.



Job Description

Job Title: PR & Marketing Officer (Social & Digital Content)

Salary: £30,060 to £32,654 per year

Company: Denbighshire Leisure Ltd

Service Area: Marketing and Communications

Responsible to: Head of Marketing, Brand and Public Relations

Job Purpose:

To ensure all social media is scheduled appropriately for maximum exposure, developing and creating a social media schedule that drives business growth and revenue across all sites and offers. To create, edit and develop a wide range of photograph and video content that builds the Company's brand and reputation, and supports marketing, PR, and recruitment campaigns across the Company.

Working as part of the wider Marketing, Brand and Public Relations Team, the postholder will apply a 'customer first approach', ensuring all touchpoints of the customer journey are driving customer conversion rates, delivering exceptional customer experience, generating repeat business and embedding DLL's reputation for excellence.

Principal Accountabilities and Responsibilities:

- To schedule all social media content across the full range of DLL social media channels according to agreed schedules, including developing and creating schedules that ensure maximum exposure and impact.
- To represent DLL at events, being the main contact for images and video, taking responsibility for ensuring images and videos used are appropriate, engaging and represent the brand effectively.
- To create content for the DLL webpages and social platforms, including video, photos and creative narrative.
- To take responsibility for social content's accuracy and aesthetic appeal.
- To create, edit and develop a bank of up-to-date photograph's as requested and in line with Marketing plans, covering all areas and offers of the Company, ensuring content stays current.
- To create, edit and develop a wealth of video's as requested and in line with Marketing plans. To include videography for both event promotion and future business promotion.
- Live event coverage, including images, video, and social content during event
- To work with the Welsh Language PR, Communications & Media Officer to ensure that any social content posted is translated

- Ensure marketing displays across the portfolio are well-presented and targeted, in line with marketing briefs.
- Edit and update content on websites and social media platforms, ensuring all content is relevant, accurate and up to date.
- To create and distribute relevant email marketing, in line with campaign and offer promotion.
- Working alongside the wider team, monitor social media platforms across the Company, ensuring comments and messages are responded to promptly.
- Undertake administrative work as required, including administering and recording all income and expenditure.
- Support the company's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
- To participate in team meetings and take an active role in contributing ideas.
- To undertake any other reasonable related duties as directed by the Manager.

Resources/Equipment/Material

Laptop, phone, camera, accessories for image and video capturing and editing

Supervision/Management of People

No direct line management. Responsible for ensuring staff on site are using marketing materials appropriately, co-ordinating and working closely with relevant teams to ensure accuracy and consistency of brand and messaging.

Knowledge, Skills, Training and Experience

A creative and innovative approach are essential in this role, along with a keen eye for detail. A strong understanding of brand and social media marketing are essential. The postholder will need to be able to think creatively, with ability to think outside the box and bring new ideas.

The creation of social media content, including images, videos and narrative is required, as is experience in photo and video editing.

A flexible approach with the ability to work under pressure and meet deadlines is essential, as is the ability to build strong working relationships.

Experience of campaign creation from conception to completion would be beneficial, as would the production of marketing materials.

Special Working Conditions

Given the nature of the role and the Company, the postholder will be required to travel throughout the County as needed and will be required to work flexibly across evenings and weekends, including during peak seasons to cover events.

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

Post title: PR & Marketing Officer (Social & Digital Content)

Section

Criteria

Essential

- A Degree or Level 3 qualification in marketing or related field or have relevant experience.
- Familiar with using a range of social media channels either personally or professionally
- A strong understanding of brand and campaign management
- The ability to analyse data effectively to inform decision making and actions required
- Experience in taking and editing creative photos and videos
- Excellent written skills.
- Creative and lateral thinking, with ability to think outside the box and bring new ideas.
- Highly organised, with a keen eye for detail
- Flexible and able to work under pressure and meet deadlines.
- Skills and experience to foster strong working relationships with staff, customers, and stakeholders.
- Understanding of front and back of house operations involved in delivering a high-quality customer/guest experience.
- Ability to work in a busy and dynamic environment.
- Ability to drive with access to own transport
- Empathy with the Welsh Language and Culture

Desirable

- Experience of creating and implementing social media marketing strategies.
- Experience of creating campaigns from conception to completion.
- Experience of delivering marketing initiatives to a Marketing brief.
- Experience of monitoring campaign effectiveness through analytics and use those statistics to improve on future campaigns.
- Experience of producing marketing materials including print and digital assets.
- Experience of email marketing for business, creating content and tracking analytics.
- Experience of evaluating the effectiveness of marketing campaigns.
- Fluent in Welsh Language



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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