



OUNDLÉ

School

Sales & Marketing Manager (Maternity Cover)

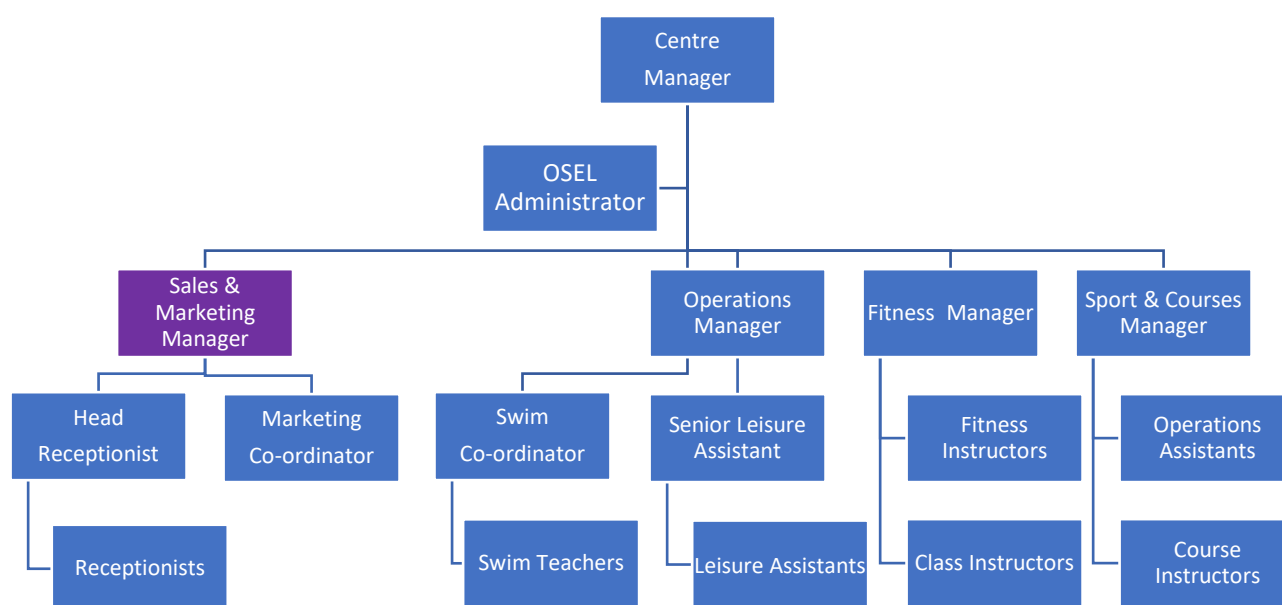
Oundle School was established in 1556 and is one of the country's leading co-educational boarding and day schools. The School has 860 boarding and 260 day pupils, with 250 day pupils aged 4 – 11 attending Laxton Junior School. The School has a turnover in the region of £40m and a staff of 760. The School prides itself on being associated with the best in modern independent school education. This would not be possible without the invaluable contribution made by the dedication, hard work and professionalism of the support staff functions.

As well as providing new and improved facilities for the School's pupils, the new Sports Centre facility has been designed to allow increased access to local residents, sports clubs and schools. It includes a large sports hall, 50m swimming pool, 50 station fitness suite, multiple dance studios and café. The new centre also hosts the Schools match-day entertainment for visiting school teams.

After accommodating the educational and social demands of pupils, the School is eager to develop wider access to the Centre and encourages participation by the local community in a range of sports and leisure activities organised and managed by the Centre staff. The Centre is managed by the School's trading company on a commercial basis. Critical to the success of the Centre is a commercially targeted and client focused staff team. Staff readily accept the responsibility of representing the School and Enterprise company in the local community.

Oundle School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful applicants will be required to undergo child protection screening appropriate to the post including checks with past employers and the Disclosure and Barring Service.





Role details

Working within the Sports Centre team, the role holder will report to the Sports Centre Manager, and is responsible for the Receptionists, Head Receptionist and Marketing Co-ordinator.

Responsible for developing and managing the membership information system, administrative and sales systems, marketing, website and social media, finance & budgeting. You will manage a team of receptionists, training them to provide high levels of customer service with excellent sales skills.

The main duties and responsibilities of the role are listed below. Please note these are not exhaustive but highlight the main tasks.

Responsibilities

- Assist the Centre Manager to maximise the income potential of the facility; through memberships, pay and play, retail and ensuring an excellent customer service provision for all users.
- Develop and implement marketing strategies and end-to-end campaigns for the sport centre across digital, print and social media, working closely with the centre manager to ensure alignment with the Corporation's overarching strategy.
- Manage the sport centre website and social media presence, engaging with staff and pupils proactively to source and create content to tell sport centre good news stories.
- Work with Oundle School's Marketing Department and external design/video agencies to produce high quality publications and design and video assets.

- Contribute to the management of the Centre through full participation with the management team ensuring the Centre operates always within the remit of the Normal Operating procedures and that it is always a safe and welcoming environment for staff and visitors.

Key Tasks

- Implement and adhere to the normal operating procedures and Emergency Action Plans
- Promote the use of the Centre by all user groups to maximize use and income.
- Manage, achieve and strive to exceed delegated sales targets.
- Manage operating costs and staffing to minimise expenditure.
- Manage the Centre in a sympathetic manner to reflect the aims, ambitions and ethos of the School.

Administration

- Report and reconcile front of house cash shifts and variance reports.
- Manage the membership database, record files in collaboration with the Centre Manager, develop the Sports Centre retention strategy.
- Complete daily administrative duties, management of the Centre's membership database, security of membership details and supervise the BACS runs with the support of the head receptionist.
- Supporting the Head Receptionist to implement the debt recovery and chase systems.
- Manage and act upon attrition recommending action to the Centre manager.
- Production of daily, weekly and monthly management reports and report narrative or variances.
- Prepare and update normal operating procedures and Emergency action plans.
- Carry out competitor surveys within the local area to ensure the Sport Centre remains competitive and current.
- Respond to customer feedback, coordinate and develop customer focus groups.
- Ensure all data protection regulations are followed in accordance with Oundle School's GDPR policy.

Health and Safety

- Review H & S systems in your areas of responsibility.
- Ensure appropriate risk assessments are in place and updated for delegated areas.
- Conduct annual review of the normal operating procedures and emergency action plans with Sports Centre Manager and Operations Manager.
- Ensure compliance with the School's Health and Safety policy and requirements.

Sales

- Install proactive systems for the generation of leads, enquiries and sales.
- Ensure staff are trained and competent in the sales processes including the use of the Centre software.
- Working with the Fitness Manager to implement a Centre wide retention plan.

- Carry out membership tours and be operationally aware to support the day to day running of the Sports Centre.

Finance

- Manage budgets with assumptions based on the business plan refining specific figures for sales and expenses.
- Budget Accountability - membership sales, dedicated wages cost, office administration cost, booking/membership costs proportionate to sales.
- Provide information for the Centre manager on departmental wages, sales and expenses during the budget process based upon the monthly management tracker.
- Ensuring in supporting the head receptionist that the monthly BACS run, and associated duties are carried out on time and within schedule, this includes the task of contacting any late or non-payers.

Marketing

- Develop an engaging and creative market strategy for the sport centre that involves all departments to develop membership income growth and footfall throughout the financial year.
- Oversee the creation and distribution of all Sport Centre digital and printed Marketing Content and communications in line with School brand guidelines.
- To lead on set Marketing projects, providing and gaining support to/from managers and other key stakeholders.
- To provide support and mentor the Marketing Co-ordinator in meeting the departmental marketing objectives.
- To be responsible for publishing Centre timetables.
- Attend activities completed at the Centre as required to enhance product knowledge to support customer service and your ability to actively promote the Centre.

Personnel

- Lead and motivate the enthusiasm of the reception team.
- Ensure staff are sufficiently trained on technical delivery, normal operating procedure, emergency action plans, customer care, sales processes, school ethos and history.
- Ensure staff receive a documented evidenced induction in line with school requirements and that there is adherence to the School Recruitment Policy and Compliance Checks procedures, in conjunction with HR.
- Conduct monthly team meetings, individual one-to-ones and OPDR's in line with School policy.
- Attend team meetings and complete monthly training to ensure mandatory training is complete including customer care, product knowledge training, Emergency action plans, communications and CPD as appropriate to the role.

- Accountable for the Front of House team rota, holiday cover and cover reception as required.

Additional Duties

- To support the Designated Safeguarding lead, and other members of the Sport Centre safeguarding team, in promoting the welfare and ensuring the safety of children and vulnerable adults within the Sport Centre campus as Child Protection Officer.
- To comply with the Oundle School staff code of conduct.
- Act at all times consistently with Oundle School's Safeguarding Policy, associated procedures and standards of behaviour and in line with Keeping Children Safe in Education (KCSIE) Part 1 and Annex.
- Support the School's Prevent Strategy as outlined in the Prevent Policy in the Staff Handbook, ensuring that visitor and other relevant protocols are observed.
- Demonstrate an appreciation for the importance of diversity, through your actions and behaviours, with the School's Equality, Diversity and Inclusion Strategy.
- To carry out any other duties commensurate with the post as may be reasonably required by the line manager.

Person Specification

Short-listing will be based on the following specification, which candidates should bear in mind when preparing their application and completing the application form to ensure that their application and suitability reflects the essential requirements of the role.

Qualifications	Essential	Desirable	Method of assessment
Good standard of education – A levels or equivalent levels of experience	•		Application form Interview
Marketing qualification or equivalent work experience	•		
First Aid qualification		•	
Skills and Experience	Essential	Desirable	Method of assessment
Experience of working within the Leisure/Hospitality/Service industry	•		Application Form Interview Assessment Exercise* References
Experience of working as part of a team	•		
Experience of managing staff/ teams	•		
Experience of training staff	•		
Management / and or installation of MIS	•		
Managing social media	•		
Creating marketing content	•		
Proficient in the use of Microsoft Office products	•		
Excellent communication and organisation skills	•		
Personal qualities	Essential	Desirable	Method of assessment
Calm and professional manner	•		Application Form Interview Assessment Exercise* References
Able to work a flexible working pattern	•		
Confident when dealing with people	•		
Able to lead and motivate a team	•		
Able to demonstrate use of initiative	•		

* if appropriate

Every job description in the organisation will be subject to a review on an annual basis at the time of the annual appraisal meeting and may be reviewed as a result of a change in strategic direction or operational requirements.

It is the shared responsibility of the role holder and their line manager to ensure that job descriptions are kept up to date.

Information for applicants

Start date	December 2025
Hours of work	<p>Average of 40 hours per week - The role will include working a mixture of mornings, evenings, and weekend shifts (currently working one in four) and some flexibility required to cover centre events.</p> <p>All meal breaks are non-working hours and unpaid.</p>
Working weeks	This is a 52-week role and is not affected by Oundle School Term times.
Contract term	Fixed Term/ Maternity Cover (up to 12 months), subject to a six-month probationary period.
Remuneration	<p>£38,890</p> <p>You will be paid each month through the year with hours worked submitted by timesheets.</p>
Annual leave	<p>21 days' paid holiday in each complete holiday year, plus seven public holidays. This is pro-rata for part-time staff. Any official closures of the Sports Centre (currently Christmas Day, Boxing Day and new Years' Day) are classed as non-working days. You are not required to use your holiday entitlement for these closure days. Any other public holiday when the Sports Centre is open will be classed as a normal working day for the purpose of rotas and you will receive your normal rate of pay for working on those days.</p>
Other	<p>We also offer:</p> <ul style="list-style-type: none"> • Excellent working conditions • Group Personal Pension Plan • Life Assurance scheme • BUPA Wellbeing Expenses Plan • Access to some discounted tickets to the Stahl Theatre and Music Productions • Access to the swimming pool, health centre and sports facilities • Cycle to Work scheme. • Free light lunch available for staff during School term times • Free car parking <p><i>Some of the above are non-contractual</i></p>