

Trades Success Club

Marketing Manager

Job Description

Position

Job Title: Marketing Manager

Hours: 8–10 hours per week (flexible)

Pay: £17 per hour (review after 6 months based on performance and business growth)

Reports to: Founder & CEO (Ste Boylan)

Location: Hybrid (mainly remote with occasional attendance at meetings and events).

Purpose of the Role

Your role is to keep every Trades Success Club full of qualified visitors. Your success is measured by the number of suitable tradespeople attending meetings and becoming members. You are responsible for planning and delivering all marketing activity across every club location.

Main Responsibilities

1. Visitor Generation

- Generate a steady flow of visitor applications.
- Promote every monthly meeting.
- Fill empty visitor spaces.
- Support new club launches.

2. Social Media

- Plan and publish content across all social channels.
- Repurpose videos into reels, shorts and posts.
- Reply to comments and messages when required.

3. Email Marketing

- Send newsletters.
- Promote meetings and events.
- Build automated email sequences.

4. Website & SEO

- Keep the website updated.
- Publish blogs.
- Improve local SEO for every club location.

5. Content Creation

- Coordinate videos, graphics and testimonials.
- Promote member success stories.
- Create marketing campaigns throughout the year.

6. Reporting

- Track enquiries, visitor applications and campaign results.
- Recommend improvements each month.

Daily Responsibilities

Schedule content, monitor enquiries, update marketing campaigns, communicate with the Operations Manager, coordinate content production and respond to marketing-related messages.

Weekly Responsibilities

Create the weekly content plan, review campaign performance, publish marketing content, monitor visitor numbers and identify opportunities to increase attendance.

Monthly Responsibilities

Produce the monthly marketing plan, promote every meeting, review KPIs, update marketing assets and prepare campaigns for the following month.

Key Performance Indicators (KPIs)

- Number of visitor applications.
- Number of visitors attending meetings.
- Visitor-to-member conversion rate.
- Website enquiries.
- Email list growth.
- Social media engagement.
- Marketing completed on schedule.

Personal Qualities

Creative, organised, proactive, reliable, self-motivated, able to manage multiple projects, a strong communicator and passionate about helping local trades businesses grow.

Success After 12 Months

Every Trades Success Club has a consistent pipeline of qualified visitors, marketing runs to a clear monthly plan, the Trades Success Club brand continues to grow, and membership applications increase month after month.