



Marketing & Events Co-ordinator

Padel Social House – The Home of Midlands Padel®

Northampton

Job Description

Reporting to	CEO & Co-Founder
Location	The Kestrel Centre, Brackmills, Northampton, Northants, NN4 7EX, UK (plus local travel as required)
Contract and hours	Full time (40 hours)
Salary	£35,000 per annum
Weekend working	1 in 2 weekends (based on Events/Tournaments)

Role purpose

To plan and deliver all Marketing & Event activities at Padel Social House by providing outstanding creative and engaging content in-tandem with our brand guidelines that grows both online & offline engagement, participation, court utilisation and community connections. Engage closely with the local community to build on our existing reputation & brand positioning. Be the focal point for all Events both internally & externally.

Role overview

Padel Social House are seeking a dynamic, sociable and early career stage Marketing & Events Co-ordinator to support our inaugural large Padel club in Northants. Responsible for key development of the business across both marketing & events activities. This broad, dynamic role involves delivering the strategy in building the connection of our followers, visitors & guests delivering exceptional on-brand experiences from their very first touch-point experience of our brand through to their after-sales experience @ the Home of Midlands Padel®!

This is a hands-on role in a high-energy & start-up environment. Expect each day to be different in a highly fluid working environment & space.



Key responsibilities

Digital Content creation & delivery

- Create and deliver high-quality content creation for publication across all Socials, website, mailers & more with the support of a remote graphic designer
- Build concepts & share recommendations to build engagement & different target audiences both as one-off campaigns and regular, week-in week-out activities.
- Share spontaneous last-min content that is relevant to the industry & trend of the time
- Set and maintain clear industry-leading practice & standards

Events ownership & co-ordination

- Create leads via outbound activity including LinkedIn, community groups & all social channels
- Support the conversion of leads for large group bookings, sponsorship deals & corporate sessions
- Provide Club tours & activities to increase awareness and footfall of the brand values and facility
- Recommend activities to increase court utilization of the Club

Community, Events and Partnerships

- Support Corporate & Group group experiences, ensuring an excellent on-court product and smooth event delivery including content capture.
- Recommend suitable partnerships with non-for-profits, brands & more
- Collaborate with the wider team on collabs with 3rd parties including our existing long-term partnerships & event planning.
- Collab with the General Manager, Coaches & Club Hosts to support building the local community including ownership of the WA Community.

Campaigns

- Recommend & deliver both weekly and monthly campaigns that are aligned with the business aims & objectives throughout all seasons of the year.
- Champion new ideas & creative campaigns in-line with both the sport & wider cultural calendar
- Develop assets with both in-house & external resources
- Manage & recommend a monthly budget for both online & offline spend with clear ROI evidence

Essential requirements

Qualifications

- Marketing or Business or similar qualification (or equivalent Certification)
- Right to Work in the UK.



Experience

- Minimum 2 years experience delivering marketing & events outcomes ideally in a sporting or leisure environment.
- Experience building and managing campaigns with example case studies & lessons learnt
- Strong best-in-class front foot mindset: confidently engaging with guests and creating a welcoming, inclusive club atmosphere.
- Comfortable working in a fast-paced environment with high personal ownership and initiative in a small, lean Team.

Skills and behaviours

- Excellent communication and interpersonal skills, with the ability to coach and motivate a wide range of players.
- Highly organised and proactive, able to plan ahead whilst staying responsive day to day.
- Commercial awareness, with a focus on court utilisation, repeat visits and value for members.
- Team player, willing to roll up sleeves across the wider club operation when required.
- Continuous-improvement mindset and desire to learn, develop and share best practice.

Desirable

- Driving licence.
- First Aid qualification.
- Playtomic Manager (or similar booking platform) knowledge.
- Access to a network of Padel and wider industry contacts.
- Passion for Padel, competitive socialising & high-energy sporting environments

Benefits

- £35,000 salary and travel (open to negotiation).
- 24 days holiday, 1 day paid for Birthday leave & public bank holidays.
- Extended 6 weeks paternity leave.
- 50% Friends and family club discounts on Courts & racket rentals only.
- 15% off on-site F&B.
- Free onsite parking.
- 4 days on-site & 1 day remote
- Child-friendly working environment and culture.
- Opportunity to grow with the business as we expand to future sites.
- Auto-enrolment pension with an employer contribution of 3% of qualifying earnings

Note: This job description may be updated from time to time to reflect the evolving needs of the club.