

Job Description – Marketing Campaign Officer

Job Details

Department:	Commercial Development
Reports to:	Marketing Manager
Contacts:	Internal: Marketing, Sales & Retention, Operations, IT, Senior Leadership Team External: Design agencies, digital agencies, media agencies suppliers, CRM providers, web developers, partner organisations
Based at:	Head office, Bathgate
Salary Band:	

Job Purpose – Overview

As Marketing Campaign Officer, you will be responsible for the end-to-end delivery of brand and customer acquisition campaigns that increase awareness, attract new customers and support Xcite’s strategic objectives.

You will take the lead in planning, creating, and launching targeted campaigns across digital and offline channels, ensuring a customer-first approach and consistent brand messaging. Working cross-functionally with internal teams and external agencies, you will ensure that campaign activity is insight-led, timely, and contributes to income generation and engagement goals.

This is a hands-on, delivery-focused role requiring strong communication, creativity, attention to detail, and project management skills.

Core Accountabilities & Responsibilities

Key Responsibilities:

- Plan and deliver multi-channel marketing campaigns focused on brand awareness, customer acquisition, and engagement, ensuring alignment with our strategic priorities.
- Support the brand’s evolution, ensuring all campaign activity reflects our tone of voice, brand guidelines, and values.
- Generate campaign ideas and creative approaches informed by customer insight, competitor analysis, and strategic priorities.
- Collaborate with the wider Marketing team on campaign management from concept to execution across a mix of channels.

- Collaborate with internal and external design and content teams to develop compelling creative assets tailored to different customer groups.
- Collaborate with PR agency contacts to support media outreach, maximise campaign visibility, and ensure consistent messaging across external communications.
- Work closely with venue teams and key departments across the organisation to support the delivery of activity within the annual marketing plan.
- Partner with digital colleagues to support campaign targeting, segmentation, and automation opportunities.
- Monitor, evaluate, and report on campaign performance, using data and analytics to inform recommendations and drive continuous improvement.
- Support the Marketing & Communications Manager with the planning and execution of the stakeholder engagement plan and internal communications strategy.
- Manage allocated campaign budgets, ensuring value for money and timely delivery.

Essential Qualifications, Experience and Skills

- Degree (or equivalent) in Marketing, Communications or a related discipline
- Minimum of 2 years' experience in a campaign-focused marketing role
- Enthusiastic, solutions-focused and happy working at pace
- Proven experience of delivering integrated marketing campaigns from concept through to execution
- Strong copywriting and creative briefing skills
- Excellent organisational and project management ability
- Comfortable using marketing data and analytics to evaluate performance
- Strong understanding of audience segmentation and customer journeys
- Collaborative working style and confident communicator
- Ability to manage multiple priorities and meet tight deadlines

Desirable Qualifications, Experience and Skills

- Experience of working in the sport, leisure or wellbeing sector
- Knowledge of West Lothian Leisure and its communities
- Understanding of inclusive marketing practices and accessibility
- Familiarity with marketing compliance and GDPR principles

Core Organisational Competencies

Service

Service delivery is about listening and putting people at the heart of our decisions.

Integrity

Integrity is about being honest, open and transparent in our dealings with our customers, colleagues and partners.

Respect

Respect for equality and diversity is about treating people fairly and embracing equality and diversity.

Accountability

Accountability is standing up and taking responsibility for our actions.

Additional Information

This post is subject to a Basic Disclosure Scotland check.

You will be required to be aware of current Health and Safety Policy and to take responsibility for your own safety and the safety of others who may be affected by your acts or omissions at work.

As an equal opportunity’s employer, West Lothian Leisure is committed to the equal treatment of all current and prospective employees. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply.

Signature

I have read and accept the above job description. I understand that this record will fall under the Data Protection Act.

Signed:

Print:

Date:

Revised: April 2026