



Marketing Executive

The role

- To assist the marketing and communications manager in the implementation, monitoring and evaluation of the Park's marketing strategies and projects.
- To help achieve budgeted targets for visitor numbers together with required spend per head.
- 40 hours per week with a requirement to work some evenings and weekends on a rota basis

Role specifications

- People management (an ability to communicate effectively in response to and proactively dealing with requests from the business)
- Commercial awareness/business acumen (an ability to understand how the business unit operates within its competitive set and how an effective on-line presence can identify and drive measures to increase revenue and manage costs more effectively)
- Customer service (ability to instil high levels of customer service throughout the organisation to internal and external customers. An ability to understand customer requirements and to deliver services that are responsive to these)
- Proactive promotion (good brand knowledge and an ability to take individual responsibility for contributing towards daily/weekly objectives)
- Communication skills (effective face to face, oral and written communication & presentation skills)
- Teamwork (ability to work effectively as part of a team)
- Personal Organisation (ability to be punctual for work at all times and to plan, prepare and organise your time effectively)
- Accuracy, quality & speed of service (ability to work quickly and efficiently, delivering both quality & accuracy within a fast paced environment)

Job Requirements

- At least 4 years marketing experience, with CIM or similar marketing qualifications or demonstrable experience in a similar role
- Confident communicator with good influencing and professional presentation skills
- Experience of developing, maintaining and delivering on marketing strategies to meet company objectives
- Experience across relevant marketing disciplines; advertising, promotions, project management, research and analysis
- Ability to work effectively and successfully with a variety of marketing tools, digital platforms and social media
- Previous tourism/leisure/cultural/heritage experience an advantage

Key Responsibilities

- Support the development and delivery of the agreed Marketing Strategy to support the business plan (and management of the marketing budget) by putting guest's front and centre of everything that the business does
- Brand management and guardianship – ensuring the correct application of brand guidelines to ensure that all marketing material is delivered to standard and is consistent with the brand values, brand personality and tone of voice. (Implementation of brand standards and touchpoints, communication and delivery of brand values). Create awareness of and develop the brand

- Delivery of the annual marketing plan to achieve business targets, including planning, managing and evaluating all marketing campaigns and tactical marketing activity – incorporating creative media buying, advertising, research, events, digital data management, customer relationship management, content marketing, website, social and other marketing activities – ensuring that all activity delivers return on investment for the business
- Effective management of agencies/third party relationships to support the delivery of creative and compelling marketing campaigns
- Communicate with target audiences and build and develop customer relationships
- Source advertising opportunities and place adverts in the press or on the radio
- Work closely with in-house or external creative agencies to design marketing materials
- Produce creative content, write and proofread marketing copy for both online and print campaigns
- Run social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement
- Organise and attend events such as conferences, seminars, receptions and exhibitions
- Liaise with designers and printers and organise photo shoots
- Arrange the effective distribution of marketing materials
- Maintain and update customer databases
- Conduct market research, for example using customer questionnaires and focus groups
- Develop relationships with key stakeholders, both internal and external.
- Evaluate and review marketing campaigns, advertising and SEO to make sure the correct mediums are being used and campaigns are effective
- Track marketing performance and return on investment and prepare weekly or monthly reports for management
- Monitor and report on competitor activity
- Lead external agencies, when appropriate, to effectively manage events, press relationships, editorial requests, presentations, promotional materials and online activities
- Be able to plan and execute campaigns across multiple platforms and touchpoints

Other Tasks

1. Undertake other tasks as required by the marketing and communications manager
2. Keep all senior managers informed and aware of all relevant marketing matters
3. To support the marketing team as a whole by active involvement and contributions
4. Ensure that you display a level of presentation that reflects the agreed company image

5. Use all equipment, machinery and services with respect, ensuring this is the same standard maintained across the teams, and immediately report and faults or repairs needed to your manager for action
6. Due to the nature of the business, and your position within the company, it may be necessary to contact you outside your normal working hours, on the telephone number provided by yourself. Should your telephone number change would you please inform your direct manager and the HR Department in order that our records are updated
7. Due to the nature of the role and business there will be a need to work evenings and weekends on a rota basis alongside the digital marketing assistant and graphic designer throughout the year