

JOB DESCRIPTION - MARKETING MANAGER

If this sounds like the perfect opportunity for you, please send your CV and covering letter to our General Manager, Stuart Wood: swood@yorkschocolatestory.com

PURPOSE OF THE JOB

- To assume overall responsibility for the reputable attraction brand
- To undertake on-brand marketing activities in order to deliver and exceed the key business objectives set out in the attraction's business plan
- To build and develop new and existing target markets as agreed with the General Manager and leadership team.

KEY ACCOUNTABILITIES

- Act as the brand guardian. Ensure all communications and activities, both internal and external, consistently reflect the brand values, stay true to our brand purpose, reflect our tone of voice and visual identity in order to enhance the overall guest experience and maintain a unified brand presence
- Work with the Head of Support Marketing to prepare an annual marketing strategy and action plan for the attraction brand that delivers on the objectives of the business plan using the full marketing mix
- Build and maintain excellent working relationships both internally and externally
- Manage the marketing budget for the attraction, ensuring effective ROI
- Undertake market analysis and make actionable recommendations to build brand awareness and identify opportunities for growth
- Analyse performance data on a regular basis tracking against key KPIs, while monitoring and adapting campaigns to optimise effectiveness and ROI
- Devise, implement and manage a plan for the distribution of the attraction's promotional material to key accommodation providers and tourism bodies in and around the local area
- Manage external agencies/support functions including PPC, PR and design, by writing concise briefs, setting budgets and deadlines, and outlining key deliverables
- Plan and implement representation of the attraction at exhibitions/trade fairs in order to maintain awareness and generate new business

- Work with other marketing/tourism agencies and partners in the area to promote increased visits to the area, primarily to the attraction, according to the current marketing strategy
- Provide the General Manager and the leadership team with monthly updates on initiatives implemented, business generated and general market intelligence
- Undertake market research exercises as required and input data gathered from guest exit research questionnaires

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role

ATTRACTION/OFFICE SPECIFIC REQUIREMENTS