

## JOB DESCRIPTION

If the below sounds like the perfect role for you please submit your CV and Covering Letter to [recruitment@continuumattractions.com](mailto:recruitment@continuumattractions.com)

### PURPOSE OF THE JOB

This role acts as the Group's central digital marketing expert, responsible for driving measurable revenue growth through a performance-led, data-driven digital strategy.

You will lead the evolution of our digital marketing function, with clear accountability for conversion, ROI, and demand generation across all digital channels. Working closely with attraction marketing teams, central stakeholders, and external agencies, you will champion a performance marketing approach that identifies growth opportunities.

As both a strategic lead and hands-on specialist, you will translate business objectives into effective digital strategies, ensuring the right tools, systems and processes are in place to deliver commercial results.

### KEY ACCOUNTABILITIES

#### Digital Strategy & Performance

- Own and lead the Group's performance marketing strategy, with accountability for driving revenue growth, conversion, and return on investment across all digital channels
- Work closely with attraction marketing teams to understand individual business needs and tailor performance-driven digital approaches accordingly
- Use data and insights to identify growth opportunities, unlock new revenue streams, and scale high-performing channels, influencing decision-making across the business

#### Data, Tracking & Insights

- Lead the setup and optimisation of marketing tracking across platforms (e.g. GA4, Tag Manager, pixels, CRM tracking), ensuring accurate attribution and reporting across all digital channels
- Translate complex data into clear, actionable insights that drive commercial decisions and performance improvements

#### Customer Journey & UX

- Take ownership of the end-to-end digital customer journey, identifying friction points and opportunities to improve conversion rates and maximise revenue
- Work collaboratively with internal teams and agencies to enhance website UX, booking flows, and content journeys, ensuring all digital activity is customer-first and aligned with brand standards

#### CRM & E-Marketing

- Support the implementation and optimisation of a new CRM platform and agency
- Oversee email marketing strategy, including campaign planning, customer profiling and segmentation, and automated lifecycle journeys
- Ensure CRM activity supports both revenue generation and long-term customer value, driving repeat visits and engagement

### **Ticketing Systems**

- Act as the key bridge between Marketing, IT, and internal systems, ensuring digital activity is fully integrated with the Group's ticketing platform and data infrastructure
- Develop a deep understanding of FuseMetrix (FMX), using it to extract data, generate insights, and inform performance marketing strategy, whilst also identifying opportunities for improvements.

### **Agency & Channel Management**

- Lead and manage external agencies (paid media, CRM, web, customer experience), ensuring strong performance, clear direction, and accountability against defined KPIs
- Lead the strategic direction of paid media (PPC, paid social), setting performance targets and budgets in collaboration with site teams and agencies
- Collaborate on SEO and content strategies to improve visibility, traffic quality, and conversion outcomes

### **Project & Stakeholder Management**

- Lead digital projects end-to-end, from scoping and planning through to delivery and evaluation, ensuring clear commercial impact
- Act as a trusted advisor to internal stakeholders, clearly communicating performance, opportunities, and recommendations

### **Leadership & Team Development**

- Line manage and develop a Marketing Executive, providing clear direction, coaching and development, and support

### **Governance & Innovation**

- Ensure compliance with GDPR and data protection regulations across all digital activity
- Stay up to date with emerging trends, tools, and technologies, proactively identifying and testing new opportunities for growth

### **Group Responsibilities**

- Ensure that the brand values are maintained through all marketing communications
- Attend all training sessions and team meetings as required.
- Ensure that all policies and procedures are adhered to.
- Work towards set KPIs and personal development plan.
- Identify any suggestions for improvement to enhance the guest experience or colleague support.
- Engage with our sustainability plans as a business and identify any new opportunities for further improvements.

## **PERSON SPECIFICATION**

- Proven experience in a B2C performance digital marketing role with both strategic and hands-on responsibilities.
- Strong technical knowledge of tracking and analytics (e.g. GA4, Google Tag Manager, tracking pixels, attribution models).
- Experience managing digital media agencies and driving performance across PPC and paid social.
- Ability to analyse and interpret data, turning insights into clear actions and commercial outcomes.

- Experience with CRM platforms, including email builds, segmentation, and automated lifecycle journeys.
- Strong understanding of UX, conversion optimisation, and digital customer journeys
- Knowledge of SEO and content optimisation
- Excellent project management and organisational skills, with the ability to manage multiple priorities

#### ATTRACTION/OFFICE SPECIFIC REQUIREMENTS

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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. Please note that as this is a newly introduced role this job description may be reviewed on a regular basis to ensure it matches business needs.