

JOB DESCRIPTION

Brand Marketing Manager

If the below sounds like the perfect role for you please submit your CV and Covering Letter to recruitment@continuumattractions.com

PURPOSE OF THE JOB

To develop & deliver the marketing strategy, planning and performance delivery for York's Chocolate Story and Oxford Castle & Prison. This role encompasses the end-to-end visitor journey across both attractions, balancing commercial delivery with brand integrity and working collaboratively with Operations and key internal stakeholders.

Over the next 12 months, the role will play a pivotal part in managing significant brand development projects across both attractions, including brand positioning, visual identity implementation, proposition development and launch planning. The successful candidate will ensure these projects strengthen market positioning, enhance the visitor experience and drive sustainable commercial growth.

KEY ACCOUNTABILITIES

Performance & Commercial Accountability

- Develop and deliver the annual marketing plans aligned to visitor growth and commercial targets.
- Manage the strategic planning and delivery of brand development and repositioning projects across both attractions.
- Develop and implement brand strategies that strengthen market positioning, visitor appeal and long-term commercial performance.
- Proactively identify growth opportunities across audiences, partnerships and propositions.
- Manage and optimise the annual marketing budget, including media investment.
- Monitor performance across all marketing channels and optimise ROI.
- Drive visitor growth, revenue and repeat visitation across both attractions, building strong local, regional and national partnerships to support growth.

Integrated Channel & Campaign Management

- Plan and deliver integrated campaigns across digital, paid media, PR, social media, partnerships and other relevant channels.
- Develop and deliver launch campaigns to support new brand propositions across both attractions.
- Build compelling brand campaigns that increase awareness, engagement and emotional connection with target audiences.
- Own marketing performance across owned channels, including website, social media and CRM, driving traffic, engagement and conversion.
- Manage the customer journey from awareness through to conversion and repeat visitation, identifying opportunities to improve performance across digital and on-site touchpoints.

Visitor Experience Delivery

- Own the end-to-end visitor journey from discovery through to post-visit engagement.
- Work closely with Operations to align marketing activity and on-site delivery to create a strong visitor experience.
- Ensure new brand propositions are consistently implemented across customer touchpoints.
- Monitor and improve CX metrics including NPS, review ratings and guest feedback using insight to inform marketing activity and improve the visitor experience.

Insight & Data Planning

- Use market, visitor, customer and digital insight to inform marketing planning, targeting, brand development and performance.
- Monitor and report on marketing performance, using data and insight to identify opportunities and optimise ROI.

Brand & Stakeholder Management

- Manage brand development and repositioning projects across both attractions, including proposition development, brand positioning, visual identity implementation and launch planning.
- Champion the brand identity, positioning and tone of voice for both attractions, ensuring consistent implementation across customer touchpoints.
- Lead structured marketing planning and performance reviews with internal stakeholders.
- Ensure marketing activity aligns with brand guidelines, business objectives and commercial priorities.
- Build strong and collaborative working relationships with General Managers, Operations, Central Marketing, agencies, partners and other key stakeholders.
- Line manage and provide direction and support to the two Marketing Executives, ensuring priorities, content and campaign activity are aligned with agreed marketing plans.

What Success Looks Like

- Delivery of revenue and visitor growth targets across both attractions.
- Successful delivery of brand development and launch projects on time and within budget.
- Improved marketing ROI and conversion performance.
- Clear implementation of the new brand across digital, marketing and on-site customer touchpoints.
- Compelling strategic marketing plans supported by clear performance reporting.
- Strong collaborative relationships with attraction teams and internal stakeholders.
- Increased brand awareness, visitor engagement, customer experience metrics and repeat visitation.

PERSON SPECIFICATION

You will have:

- Experience developing, implementing and evaluating successful marketing strategies that drive business growth.
- A strong background in brand development, brand positioning and ongoing brand management.
- A track record of delivering measurable commercial results and achieving a strong return on investment (ROI) through marketing activity.
- Experience managing integrated multi-channel marketing campaigns across both digital and offline channels.
- Strong analytical skills with the ability to use data, insights and market intelligence to inform decision-making and optimise performance.
- Excellent project management skills with experience leading complex marketing initiatives from concept through to delivery. (Derived from the role responsibilities outlined in the advert.)
- Strong stakeholder management and communication skills, with the ability to collaborate effectively across multiple teams and functions. (Derived from the role responsibilities outlined in the advert.)

Desirable Criteria

- Experience working within the tourism, hospitality, leisure, attractions or wider consumer-facing sectors.

ATTRACTION/OFFICE SPECIFIC REQUIREMENTS

This role is primarily based at the central office; however, regular travel to both attractions is an essential requirement to support effective collaboration with on-site teams and ensure successful delivery of marketing activity and brand development projects.

The role holder will be expected to:

- Work from York's Chocolate Story for a minimum of one day every two weeks.
- Work from Oxford Castle & Prison for a minimum of one day every two weeks.
- Undertake additional travel to either attraction as required to support key campaigns, brand development projects, launches, stakeholder meetings and operational priorities.

Travel and associated expenses will be reimbursed in line with company policy.

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.