

## JOB DESCRIPTION – SALES AND MARKETING MANAGER

### PURPOSE OF THE JOB

To develop and deliver budgeted footfall and admissions revenue to the attraction. To create and deliver the marketing strategy for the attraction.

Regardless of the task in hand, together at Continuum we will have fun and make money – in that order!

### KEY ACCOUNTABILITIES

- Development and delivery of the marketing strategy for the attraction to deadlines and within budget.
- Be a data champion, collecting and using useful guest data to influence key activity. Identify areas for growth within the market using local and national research and knowledge and use this information to create and implement the annual sales plan.
- Develop key partnerships with stakeholders and competitors.
- Develop strong working relationships with new and existing clients at a B2B level. Introduce initiatives to reach new audiences and generate bookings, including making sales calls and working with the support team in York to build a strong client base and repeat group visits.
- Provide reports in a timely fashion detailing current performance levels and identifying where improvements can be achieved.
- Oversee the production of highly effective sales orientated promotional advertising and print and its distribution in conjunction with the York Marketing team.
- Curate and develop online content including our own website, listings, editorial and social media.
- Create, implement and be accountable for the marketing strategy, in conjunction with the General Manager and the York Marketing team.
- Manage the implementation of planned and reactive marketing activities, including PR campaign management, promotional material production, promotional marketing, partnership activities and advertising.
- Line manage the street promotions team and Attraction Ambassador to deliver key messages to new and existing audiences.
- Oversee the events and entertainments programme at the attraction and lead the events to ensure all events support and work in conjunction with the marketing strategy and objectives.

- Identify and create PR opportunities and liaise with the appropriate PR resource to maximise media coverage and build reputation.
- Identify, evaluate and instigate where appropriate new commercial opportunities.
- Undertake any other reasonable task as required by the General Manager.
- Maintain the confidentiality of Continuum and the sites' internal communications, records and commercially sensitive information.
- Work as part of the operations team to deliver the best guest experience from desk to shop floor.

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