

JOB DESCRIPTION – Brand Experience Manager

PURPOSE OF THE JOB

To craft, recommend and develop the on-site live brand experience across key attractions.

Working cross functionally to innovate and influence the highest quality brand experience for our guests at our key attractions.

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

KEY ACCOUNTABILITIES

- To work with the General Managers to constantly review, evolve and innovate the on-site brand experience across the physical fabric of the building, its stories, our commercial outlets secondary spend opportunities, and the available appropriate teams on site to ensure the brand is lived at every touchpoint.
- Lead the establishment of and act as the champion of the on-site brand experience.
- Maintain through the General Managers the highest standards of brand living on site.
- To work in conjunction with the Head of Sales and Marketing and attraction General Managers and marketing teams to constantly review and improve the onsite brand execution.
- Undertake external trend/competitor analysis and make recommendations for development.
- Constantly review guest feedback from various sources and make recommendations for improvements to the on-site brand experience.
- Conduct non-user research to understand how we could reach new markets through new product development.
- To identify and bring creative ideas to the fore that enhance the guest experience in the short and long term and in line with Company 3 year strategy
- Build and nurture key relationships with General Managers, understanding their business needs and requirements and ensuring you are aligned with their objectives.
- To collaborate cross functionally with the view to turning approved ideas into reality.
- Act as a conduit for clear and concise communication across brand experience projects.

- Take an active role in project teams.
- Undertake any other reasonable task as required by the Group Head of Sales and Marketing.
- Maintain the confidentiality of Continuum Attractions and its internal communications, records and commercially sensitive information.

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