

JOB DESCRIPTION - MARKETING MANAGER

PURPOSE OF THE JOB

To undertake marketing activities in order to deliver and exceed the key Business Objectives from the Attraction Business plan. To build and develop existing and new target markets as agreed with the General Manager and Leadership Team.

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

KEY ACCOUNTABILITIES

- Work with the Head of Sales and Marketing to prepare an annual marketing strategy and action plan for the attraction that delivers on the objectives of the business plan using the full marketing mix.
- Build and maintain excellent working relationships both internally and externally.
- To manage the marketing budget for the attraction ensuring effective ROI.
- Act as the brand guardian both on and off site.
- To devise, implement and manage a plan for the distribution of the attraction's promotional material to key accommodation providers and tourist outlets etc. in and around the local area.
- To work to plan and implement representation of the attraction at exhibitions/trade fairs in order to maintain awareness and generate new business.
- To 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.
- To provide the General Manager and the Leadership Team with monthly updates on initiatives implemented, business generated and general market intelligence.
- To undertake market research exercises as required and to input market research data gathered from the guests 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

- Sitting alongside the core experience offer, Greenwood anticipates re engaging with the school system in order to support school entertainment visits by pupils. These visits would be accommodated in May and June of the calendar (shoulder season.) This role would access and maximise the educational data base. Utilise B2B approaches to generate revenue from educational products.
- To drive sales and marketing opportunities using the newly updated 'Schools Pack' and to book schools to attend GW from September 2021 and into 2022.
- To lead and to drive bookings to further push the 'Professional Development for Teachers,' product from September 2021 and into 2022.
- The ROI remit for the role is the generation of revenue through educational programming. In 2019 we had over 8000 school children visit GW in May/June. These offer a key opportunity to develop educational offers for the future.