

## JOB DESCRIPTION – GROUP DIGITAL MARKETING MANAGER

### PURPOSE OF THE JOB

Deliver coaching, support and mentoring on all aspects of digital marketing to the business leading with an innovative and progressive approach. Work with the attractions in a consultative manner to deliver marketing excellence across our digital platforms. At group level work alongside the Group Head of Sales & Marketing to ensure the Continuum Attractions brand and our reputation is maintained on a digital level.

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

### KEY ACCOUNTABILITIES

- Support the attraction marketing managers and their teams on all digital marketing processes and activity including but not limited to website and CMS management, search engine marketing, tracking and analytics, email marketing, google analytics and CRM management.
- Provide insight and data on attribution modelling.
- Provide bespoke training as required on digital marketing requirements.
- Select and manage suitable agencies and systems to support internal processes, reviewing these on a regular basis.
- Develop group-wide digital marketing strategies to ensure best practice and cost-effectiveness.
- Lead end-to-end digital marketing projects as required.
- Keep up to date on digital trends, regulations and best practice, implementing or recommending changes where necessary.
- Plan, develop and maintain integration between digital platforms and activity, and our central database and bookings engine, working with the Group Head of Development, Group IT Manager and Group Systems Support Officer.
- Manage the guest data/guest feedback strategy for the Group, including collection methods and regular reporting.
- Represent and communicate the importance of digital marketing across the Group and all departments, suggesting where digital innovation could be used effectively, and aid in implementation.
- Manage the digital presence and digital campaigns for the Group's corporate brand working with the wider Group marketing team.

- Manage the digital presence and digital campaigns for the Group's sales and trade requirements, working with the sales teams.

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