

JOB DESCRIPTION - MARKETING MANAGER

If this sounds like the perfect role for you please submit your covering letter and CV to recruitment@continuumattractions.com

PURPOSE OF THE JOB

To deliver the commercial performance of the attraction through the implementation of a robust marketing strategy, and the execution of an effective marketing and events plan that will focus on delivering visitor yield, both throughout peak and off-peak seasons. A key focus of this role will be to raise the profile and reputation of this new attraction through key partnerships and networking.

KEY ACCOUNTABILITIES

- To undertake marketing activities and build productive relationships in order to deliver and exceed the key Business Objectives from the Attraction Business plan.
- To outline and work towards key marketing objectives and KPI's that align with the strategy.
- To build and develop existing and new target market.
- 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.
- Deliver an annual marketing plan within agreed budget.
- To be commercially astute, devising and spotting opportunities for new events & packages, that will enhance the attraction's product offer.
- Create a premium/VIP events programme to generate income out of normal trading hours and off-peak.
- Build and maintain excellent working relationships externally with key partner organisations, agencies and suppliers.
- To manage the marketing budget for the attraction ensuring effective ROI.
- Act as the brand guardian.
- To work with other key marketing/tourism agencies and partners in the area to uphold the reputation of the attraction and help to drive visitation to the area, primarily to the attraction.

- To provide the Continuum Management Team with monthly updates on initiatives implemented, business generated and general market intelligence. Report on marketing effectiveness monthly using data and smart metrics.
- Taking ownership of the attraction website, ensuring the digital 'shop window' to the attraction is up to date, providing the best possible UX to drive conversions with on-brand & SEO enhanced copy, to support search rankings.
- To curate regular content as part of the 12month guest membership of the attraction.
- Working with digital agencies to create effective paid digital media campaigns that target both international and domestic tourists, filtering them through to conversion.
- To work closely with the PR agency to ensure the attraction's profile is maximized through earned media both regionally, internationally and within the industry.
- Acting as the ambassador for the attraction (and Continuum Attractions), able to promote the positive reputation both as a 'must see' visitor attraction, but also as a responsible business within the local community, from both a CSR and sustainability perspective.
- To undertake market research exercises as required and to input market research data gathered from the guests exit research questionnaires.
- To manage and maximise engagement across all 'post visit' channels to help drive word of mouth, reputation and referrals via social channels, blogs, Trip Advisor and Google my business etc.

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