

JOB DESCRIPTION – BRANDS MARKETING DIRECTOR

**If this sounds like the perfect role for you please send your cv and cover letter to
recruitment@continuumattractions.com**

PURPOSE OF THE JOB

The Brands Marketing Director has the overall responsibility for the entrusted B2B and B2C brands, reporting directly to the Chief Executive Officer.

With a strong focus on guest satisfaction and deep understanding of market dynamics and consumer behaviour, the role drives the creation of 3-year and annual brand and business objectives. This includes developing and delivering strategic marketing plans that align with commercial goals and support long-term brand growth.

KEY ACCOUNTABILITIES

- Lead, develop and manage the central brand marketing department and coach the attraction based marketing managers, ensuring each team member contributes effectively to our collective goals by ensuring the brand marketing vision is both understood and embraced by all team members.
- Foster a culture of innovation and continuous improvement within the teams, encouraging members to think outside the conventional boundaries.
- Define and maintain clear Brand Positionings, including defining target audiences, market positionings, competitive differentiation and key messaging pillars.
- Plan and develop the Annual and 3- year marketing plans aligned to the Business Objectives and plans.
- Plan, develop and implement comprehensive marketing strategies and activities for the group and portfolio of attractions ensuring quality is maintained
- Develop and maintain the annual marketing budget, approving plans and ensuring effective allocation of resources and ROI.
- Provide expert guidance on suitable strategies and tactics for brand communication across all media channels, including social media, in order to drive brand awareness and meaningful customer engagement with target audiences.
- Review and develop commercial pricing strategies and related promotional activity
- Appoint, brief, and manage agencies of all disciplines to maximising efficiency and Group cohesion.

- Lead a data-driven approach to understanding guest behaviour, extracting actionable insights from research to inform brand positioning and messaging.
- Monitor current and market trends, technological advancements, and changes in consumer behaviour
- Analyse the effectiveness of marketing campaigns and brand initiatives by monitoring marketing performance utilising key metrics.
- Be an advocate for cross-functional collaboration to ensure a unified approach to marketing and business objectives across the Group
- Build strategic alliances and partnerships with industry influencers and key strategic partners to enhance brand visibility, company reputation and expand market reach.
- Provide marketing insights and recommendations to the CEO on strategic decisions.
- Advise key stakeholders on the development of the B2B brand and B2C brands within the portfolio.
- Prioritise creating exceptional guest experiences focusing on understanding guest needs, all touchpoints, and delivering personalised and seamless experiences throughout the guest journey.

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

PERSON SPECIFICATION

- Bachelor's degree in Marketing or a related field is required. Masters or MBA is desirable
- Demonstrable and extensive experience of consumer brand marketing
- Experience of managing budgets,
- Experience of hiring and developing marketing talent
- Experience of managing agencies of all disciplines
- Consumer attractions industry experience is desirable
- Strategic thinking skills
- Strong knowledge of all media types, including social media
- Data and results driven
- Must have the ability to work cooperatively with team members inside and outside of the department
- Must have excellent verbal and written communication skills, and strong interpersonal skills.