

JOB DESCRIPTION MARKETING EXECUTIVE

(6-month FTC)

If the below sounds like the perfect role for you please submit your CV and Covering Letter to recruitment@continuumattractions.com

PURPOSE OF THE JOB

This is an exciting opportunity to join an established business that manages and owns a portfolio of 5* rated UK-based visitor attractions.

As we enter a key period of digital transformation, this 6-month fixed-term contract role will play a vital part in supporting the migration of our attraction websites to a new platform and the implementation of a new CRM system.

Working closely with the Group Digital Marketing Manager and the Director of Marketing Services, you will help ensure our digital foundations, reporting capabilities, and customer communications are strengthened to support the commercial business performance and set up for continued growth. While this role maintains a creative element, we are particularly looking for someone with strong digital marketing skills, technical curiosity, and excellent attention to detail.

You will support tasks such as website updates, UX journey planning, email building and testing, reporting and data extraction, and general digital support for our on-site marketing managers. If you enjoy problem-solving, process improvement, and learning new systems, this role offers a unique opportunity to contribute directly to a major digital transformation project.

KEY ACCOUNTABILITIES

Digital Transformation & Platform Support

- Assist with the migration of attraction websites to a new Umbraco CMS platform, including creating, updating, and optimising content.
- Support existing email campaign builds, data segmentation tasks, and reporting processes.
- Support the planning, setup, and rollout of a new CRM system.

- Work with digital and marketing colleagues to ensure website content meets accuracy, accessibility, and brand standards.
- Support data hygiene, tagging accuracy, and tracking improvements across digital platforms.

Data, Reporting & Insights

- Pull and consolidate data for regular reports using tools such as Google Analytics, Meta Insights, and the internal ticket booking platform.
- Assist in monitoring campaign performance and producing insight summaries to support optimisation and future planning.
- Help maintain data accuracy and consistency across marketing systems.

Digital Marketing Support

- Support paid media activity where required, including asset gathering, copy support, and monitoring results and campaign progress.
- Assist on-site marketing managers with website changes, UTM tracking, content updates, and other day-to-day digital marketing tasks.

Content & Central Brand Support (desired)

- Follow and adhere to each attraction's brand positioning, brand guidelines, and tone of voice.
- Provide copywriting and proofreading support for emails, web content, and other digital materials where required.
- As part of the central marketing team and our inclusive team ethos, contribute ideas, suggest improvements, and identify opportunities to enhance content and processes.

General Responsibilities

- Support the Group Digital Marketing Manager, the Director of Marketing Services, and on-site marketing managers with a variety of digital queries and tasks.
- Maintain consistent brand standards across all digital outputs.
- Attend training sessions, system onboarding, and relevant meetings as required.
- Identify opportunities to improve digital processes, data quality, and user journeys.
- Undertake any other duties that may be required in line with the role and project needs.
- Observe and report immediately any incidents, which may affect the health and safety of other team.
- Take pride and responsibility in the appearance of the office.
- Ensure the colleague support is delivered to the very highest standards.
- Attend all training sessions and team meetings as required.
- Ensure that all policies and procedures are adhered to.

- Work towards KPI's and personal development plan.
- Identify any suggestions for improvement to enhance the guest experience or colleague support.

PERSON SPECIFICATION

Our ideal candidate will have:

- Experience in digital marketing, preferably in a fast-paced or multi-site environment.
- Practical experience using CMS platforms (experience with Umbraco is a bonus, but not essential).
- Confidence using data tools such as Google Analytics, Meta Insights, or CRM reporting dashboards.
- Strong attention to detail, particularly when working with data, tracking, copy, and email builds.
- A good team player with the ability to manage multiple workstreams and work requests.
- An interest in CRM, website optimisation, and digital transformation projects.
- Strong organisational skills and the ability to manage multiple tasks and deadlines.
- Good written English skills and some copywriting experience (beneficial but not essential).
- Experience with social media platforms and/or paid media is advantageous.
- A willingness to learn, problem-solve, and support the wider team during a period of change.

This job description is not exhaustive and other duties or tasks may be required from time to time in accordance with the role.