

JOB DESCRIPTION - MARKETING MANAGER

PURPOSE OF THE JOB

To undertake marketing activities in order to deliver and exceed the set business targets. 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

- To prepare an annual marketing strategy and action plan for the attraction.
- To manage the marketing budget for the attraction ensuring effective ROI.
- To research, plan and implement a rolling programme of strategic activity aimed at delivering the marketing objectives highlighted in the marketing action plan.
- To research, plan and oversee the cost-effective production of promotional material.
- To work effectively with the team to generate PR and sales opportunities with the view to maximizing media coverage and sales.
- Effectively manage the PPC campaign.
- Take the lead on generating ideas for content and the creative route across all channels
- 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 identify and arrange productive third party promotions and product packages.
- To develop and execute the digital advertising strategy for the attraction including updating and monitoring social media and TripAdvisor
- To research, plan and implement initiatives to generate off peak business.
- 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 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 arrange and supervise promotional photography for advertising purposes.
- To undertake market research exercises as required and to input market research data gathered from the guests exit research questionnaires.
- To update the information featured on the websites ensuring it is relevant and seasonal.
- Work with the team on special events and activities with the view to maximizing exposure.
- To Market our educational offering in partnership with the Guest Experience Manager.
- To contribute to the development of tour products for specific markets as required, liaising with the appropriate managers and team members as required to help position the product/s so that they can be operated and promoted effectively.

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