

**Role Title:** Marketing Manager FTC 12 months

**Department:** Travel Channels

**Job Family:** Support Focussed Leadership

**Job Level:** 8

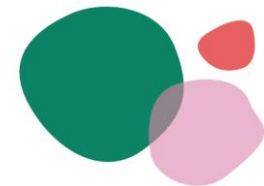
### About the role:

This role will be responsible for defining 'always on' tactical and campaign content across all channels to improve customer acquisition and conversions.

You will act as the business owner and your focus will be both B2C and B2B channels.

### What you'll be doing:

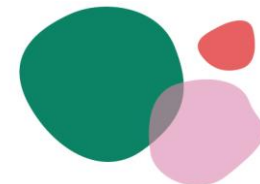
- The successful candidate will also be responsible for planning and delivery of marketing, advertising and promotional activities for our tour operation business, developing and maintaining marketing strategies to meet agreed company objectives, evaluating customer research, market conditions, competitor data and implement marketing plan alterations as needed.
- Plan & develop integrated, multi-channel consumer-facing, always on, campaign & tactical marketing content & offers (including partnership & direct response selling). ensuring that the strategic aims of the business are met and in a way that maximises return on investment.
- Responsible for managing the team ensuring the execution of the marketing, campaigns and communications strategy with associated activity is aligned with consumer behaviour and commercial priorities whilst seeking opportunities to innovate and synergise with supplier partners.
- Represent and be the "owner" of the brand / brand experience and vision in key business projects and initiatives whilst ensuring the protection and consistency of the brand on a day-to-day basis, setting content pillars, tone of voice and brand guidance across a variety of channels including PR, media, visual merchandising and social media
- Developing the content & marketing plan for the Coop Holidays in line with objectives, to ensure integration of Coop Holidays messaging in all activities
- Work with our central Membership and Insight team to engage and convert Members Adopt a member-first mentality and use customer-engagement metrics to create outstanding content, supporting marketing in digital campaign activity.
- Budget allocation as per planning, monitoring campaign costs & ensuring ROI while continuously evaluating the performance of marketing campaigns to measure efficiency and commercial success. Make recommendations for improvement.
- In conjunction with the Commercial
- Identify opportunities for growth by working in partnership with the commercial team, third party suppliers and Coop Holidays to produce and market new travel products, while maintaining successful long-term relationships with existing suppliers. Also achieve a targeted level of funding through selling ad space and marketing opportunities to tour operator partners and suppliers.



- Work in a team focused on a B2B and B2C Omni channel approach
- Identify and manage creative and media agencies to deliver the various components of marketing activities and campaigns.
- Using CRM identify key target groups based on customer life stage, buying habits and trends to ensure all marketing campaigns are highly targeted. Provide customer insights and intelligence to the key stakeholders around the business as well as to tour operators and suppliers where appropriate.
- Ensure the continued protection of data and compliance of campaigns and promotions.
- Manage the PR relations on behalf of the group in conjunction with the societies appointed PR agency.
- Support branch refurbishment projects by offering creative input and ensuring branding requirements are met.
- Ensure that POS and visual merchandising requirements are met within the overall marketing strategy and are aligned with booking trends and commercial priorities.
- Regularly spend time in trading areas and industry to keep up to date with competitor activity across the marketing mix.

## About You:

- This role is well suited to an all-round digital and social expert. Applicants should be strong communicators and commercially focused, with exceptional organisational skills and a strong focus on execution.
- You will develop relationships with our trading heads across our Commercial, Tour Operation, Retailing (Direct & 3rd Party), Homeworking and Online channels to ensure successful support and sales conversions.
- You should enjoy working in a team and demonstrate entrepreneurial thinking.
- You must be comfortable 'rolling up your sleeves' and getting hands on in the detail where required but are capable of thinking and operating strategically. The successful candidate will be able to display evidence of proven successes through their career in the travel, retail, luxury or services sectors
- Post holders will have extensive experience working with a busy Commercial & Marketing department and be able to demonstrate effective leadership with the ability to challenge and influence members of the leadership team.
- Lead by example and will have an excellent knowledge of the latest marketing techniques with a drive and passion to take the travel brands and marketing strategy forward
- Experience in working for membership-driven organisation desirable
- Experience with SEO, Eshots, Social Media, HTML/CSS and other design applications
- Positive, solution-oriented attitude
- Very strong collaboration skills and ability to work with complex organisational structures
- Ability to manage ambiguity
- Previous experience in managing a busy travel marketing department delivering a diverse range of marketing outputs across various channels including direct mail, print, visual merchandising, supplier and fit, digital marketing, POS, local marketing, press radio, PR, outdoor media, TV.
- Experience of selling ad space and securing funding from suppliers and partners.
- Experience of using CRM and using customer insight tools.
- Committed to supporting the local community and promoting our co-operative difference
- Ability to influence, inspire and lead change
- Ability to build and develop relationships with new and existing suppliers/partners
- React positively to rapidly changing priorities
- Ability to engage with key stakeholders both internally and externally to form a strong collaborative partnership.



- Ability to manage projects, prioritise and plan
- Data analytical skills to maximise performance

### Scope:

- Reports to: Head of Coop Hols / Chief Operating Officer - Travel
- Budgetary Control: N/A.
- Key internal contacts are Coo / Head of Coop Hols / Marketing team
- Key external contacts are the Society suppliers.

