



Job Description – Marketing and Communications Manager

| | |
|--|--|
| Job title: | Marketing and Communications Manager |
| Team: | Sales & Marketing |
| Responsible to: | Director of Sales and Marketing |
| Responsible for: | Marketing and Communications Assistant |
| Date job description was last updated: | March 2018 |

WHY WE'RE HERE

We are here quite simply to create amazing experiences on land and snow that everyone loves.

Our mission is to be the number 1 visitor attraction in the North and we will do this by consistently amazing, educating and inspiring our guests. We continuously invest in both our unique environment and our team; who passionately deliver memorable, fun and safe activities, along with outstanding guest service.

We will only be able to do this by employing individuals whose personal values are aligned with our team values. We are looking for passionate people, who can live the spirit of challenge, seek to amaze in how and what they deliver, can do the right thing and be professional.

Welcome to Chill Factor^e.

WHY YOU'RE HERE

The Marketing and Communications Manager is responsible for managing guest-focused marketing and PR activities to position Chill Factor^e as the number one visitor attraction in the North of England, maximising awareness and visitation to deliver revenue and volume budgets.

WHAT YOU'RE HERE TO DO

The Marketing and Communications Manager's responsibilities and duties are outlined in the key areas below.

Marketing

- To develop and deliver the 12-month rolling marketing and communications plan, in line with Chill Factor^e's sales and marketing strategy and the marketing budget in order to achieve annual budgeted revenue, volume and ASP targets.
- To monitor forward bookings performance on a daily and weekly basis, putting in place short term tactical marketing initiatives and promotions to fill availability as required to deliver budget.
- To increase the profile and perception of Chill Factor^e as a leading leisure attraction and the number one visitor attraction in the North of England.
- To work with Chill Factor^e's appointed PR agency to develop and deliver the annual PR plan to agreed deadlines and budget, prioritising national and regional media opportunities, setting clear briefs and targets for the PR agency, checking and approving news releases and ensuring prompt responses to all media enquiries, liaising closely with the internal Operations Team to deliver PR events.
- To work with Chill Factor^e's appointed media agency to develop and deliver the annual advertising schedule in line with the campaigns set out in the sales and marketing strategy to ensure revenue targets are met, working to agreed deadlines and budgets and ensuring clear briefs and targets are in place for the media agency.
- To understand guest needs, motivations, perceptions and satisfaction through commissioned research and ad hoc surveys, ensuring that feedback is acted upon and integrated into the marketing and communications plan.
- To be responsible for and closely monitor the quality of marketing communications produced and creative execution of the brand, acting as the brand champion and making sure the brand

guidelines are followed in all communications and adapted appropriately.

- To work with Chill Factor's appointed creative agency to deliver the proposition, creative concepts and production of marketing campaigns for all products and channels (including schools and corporate groups) through a variety of channels which may include TV and radio, newspaper and magazine advertising, online campaigns and events, POS and OOH advertising.
- To be responsible for selecting, managing and maintaining good working relationships with third party suppliers such as media agencies, PR agencies, creative agencies and printers as necessary.
- To be responsible for the effective use and management of the marketing budgets, ensuring expenditure is controlled in line with the agreed budget and all procurement and accounts procedures are rigorously upheld.
- To analyse business impact and effectiveness of marketing campaigns and activity each month to inform future plans.
- To develop and communicate strong brand and campaign messages reinforced through media stories and PR, and internal story telling.
- To develop and deliver the annual third party promotions plan, establishing strong third party relationships to drive volumes and revenue in off-peak periods and encourage visitation by new guests.
- To oversee the Marketing and Communications Assistant's maintenance of an effective and engaging social media presence which increases guest engagement and drives visits.
- To liaise with the Digital Marketing Manager to ensure that e-newsletters and website content are delivered in line with campaign plans.
- To support and develop marketing relationships with key stakeholders such as tourism bodies and represent Chill Factore at networking events, external meetings and events.
- To ensure all marketing activity/events adhere to health and safety requirements.
- To ensure any photography/filming requirements adhere to health and safety requirements.
- To ensure any models being filmed/photographed have signed consent forms.

People Management

- To line manage the Marketing and Communications Assistant, ensuring SMART annual objectives and development plans are in place and reviewed regularly at one-to-one meetings.
- To delegate tasks as and when appropriate to team members to ensure the effective and efficient running of the department.
- To develop staff through coaching, advice and motivational techniques to help the team to maximise the potential for revenue.
- To foster good relationships with all internal departments and cross-functional teams.
- To proactively support the Director of Sales and Marketing by suggesting new ideas and questioning thinking where appropriate.
- To refer to senior team members for advice and support.
- To deputise in meetings in absence of the Director of Sales & Marketing.
- To attend all department meetings.
- To attend all staff meetings and training sessions as and when required.
- To work with other departments on project execution and proposition development.
- To deal with guests in a professional manner at all times aligned to our core values.

Leadership & Strategy

- To be aware of, understand and work towards the Company's vision, mission and business objectives.
- To ensure that you have a good understanding of the measures used to monitor the department's and the Company's performance and contribute accordingly to meet them.
- To consider issues relating to the company's growth and offer suggestions for how the company could better achieve its objectives.
- To support the Director of Sales & Marketing with leading, managing and directing the work of the department to ensure its targets are achieved.



- To help implement and drive a values driven culture of delivering results through the team and role-modelling the core values.
- To act as an ambassador and the 'face of the company' and help to promote our brand and products.

In addition to the above main responsibilities, the Marketing and Communications Manager will be required to undertake any other task, deemed to be appropriate to the job role.

WHAT YOU'LL NEED TO KNOW

The Marketing and Communications Manager is expected to have the following specialist skills, knowledge and experience:-

- A real passion for understanding the guest and for ensuring exceptional experiences are delivered at every guest touchpoint.
- A high level of creativity in conceiving and delivering marketing/PR campaigns, in achieving best value for money and in problem solving.
- The ability to differentiate between guest audiences and target marketing activity accordingly.
- A self-starter with a positive 'can-do' attitude, able to work under own initiative to tight deadlines and used to multi-tasking, balancing deadlines and workloads.
- Experience of working in a busy marketing/PR department, developing and leading the delivery a marketing/communications plan.
- Experience of managing design, media and PR agencies and of handling the print process from start to finish.
- Excellent written and verbal communication skills, including drafting marketing copy.
- Excellent attention to detail.
- The ability to handle media enquiries.
- Educated to degree standard in a relevant subject area; a marketing/PR qualification is desirable.
- Good working knowledge of Word, Excel and Outlook.
- Experience of line managing on a daily basis, including setting objectives and conducting appraisals.
- The ability to work with a wide range of people.
- The ability to monitor and evaluate performance and make data-drive decisions.
- Proven track record of budget management, production of a marketing and communications plan and delivering guest targets.
- Influencing and negotiation skills.

HOW WE ALL BEHAVE

All Chill Factor^e employees are expected to 'live by' our five core values by demonstrating the following behaviours when performing in their job.

| CORE VALUE | THE BEHAVIOURS |
|-------------------------------------|--|
| Be Passionate | <ul style="list-style-type: none"> • We inspire others with our thirst for excellence • We deliver great results and celebrate wins • We create memories • We really care about creating experiences that guests will LOVE • We believe in what we do • We are committed to making a difference • We remain Positive and cope well with any setbacks |
| Live The Spirit of Challenge | <ul style="list-style-type: none"> • We are constantly striving to raise the bar • We support each other in good times and tough times • We are innovative; challenging the norm, ourselves and others • We are proactive and take smart risks • We focus on what we might gain rather than what we might lose • We are constantly learning and always aspire to be better |



| | |
|---------------------------|--|
| Seek To Amaze | <ul style="list-style-type: none"> • We create fun, amazing experiences delivered with enthusiasm • Think like a guest – we see Chill through their eyes! • We listen well, instead of reacting fast, so we can better understand • We give 200% every day • It’s Showtime – you create the “Wow Factor”! • We support each other and go the extra mile • We are friendly, warm and welcoming |
| Do The Right Thing | <ul style="list-style-type: none"> • We take responsibility and are quick to admit mistakes • We see what needs to be done and just do it • Guests always feel safe in our hands as we make safety our priority in everything we do • We recognise and dispel anxiety in our guests • We are consistent and nail it every time! • We watch for those in need and pitch in. • We are team players, not politicians • We are one team! We support and encourage each other |
| Be Professional | <ul style="list-style-type: none"> • We do what we say we will – all of the time • We are open; we trust and respect our colleagues for their skills and experience, however different from our own • We respect our guests – they pay our wages! • We take pride in everything we do for guests and our colleagues • Honesty is ALWAYS the best policy • We value each other and treat everyone fairly • We take responsibility |

HOW PERFORMANCE IS MEASURED

We operate regular reviews during which job performance will be discussed and reviewed. The Brand Manager’s performance will be reviewed at least annually against agreed objectives and against both the competency framework and the Core Values detailed above, however, more frequent informal reviews will take place throughout the year.

| SIGNATURES | |
|---------------------|---------------------|
| Employee Signature: | Employer Signature: |
| Date: | Date: |