

## JOB DESCRIPTION



**JOB TITLE:** Senior Marketing Manager

**DIVISION:** Marketing

**DEPARTMENT:** Campaigns and GM Marketing

**REPORTS TO:** Head of Campaigns and GM Marketing

### JOB SUMMARY

1. Develop, devise and implement integrated marketing campaigns in specified international markets.
2. Lead the delivery of marketing campaigns integrating commercial working with appointed agencies.
3. Manage & develop 1 Campaign Manager and 1 Campaign Marketing Exec to ensure the smooth delivery of all campaigns
4. Build a strong connection with overseas teams and develop an audience centric approach to campaigns and being representative for international market needs in London
5. Manage campaign clashes in market with local offices and media agency
6. Ensure that all marketing activities developed adheres to our brand positioning and guidelines to help benefit tourism across Britain
7. Assist the team to showcase best practice internally / internationally
8. Ensure all activity is based on the OASIS framework and evaluation of all activity to completed and distributed to relevant parties.

### COMPETENCIES

SPECIFIC TO JOB	GENERIC
<b>Job and Professional Knowledge</b> <ul style="list-style-type: none"><li>• Degree level education or equivalent preferably with membership of CIM or relevant marketing body</li><li>• Solid marketing experience preferably within both an agency and client side marketing environment</li><li>• Proven understanding of and experience in integrated marketing and clearly defining the role digital plays in the customer journey</li><li>• Proven experience in management of multi-skilled teams delivering digital communications, campaigns and strategies that fully-integrate with all forms of marketing communications.</li><li>• Solid understanding of the processes and principles surrounding the creation of marketing materials / campaigns</li><li>• Advanced project management / campaign implementation skills across complex integrated</li></ul>	<b>Championing Tourism to Britain</b> <ul style="list-style-type: none"><li>• Engage with VisitBritain's strategy and vision and can demonstrably contribute towards delivering these</li><li>• Remain focused on a clear goal in all actions and decisions and openly articulate this to your team and colleagues</li><li>• Be an advocate for Britain and tourism, demonstrating leadership to your colleagues and the rest of the tourism industry</li></ul> <b>Being the Best</b> <ul style="list-style-type: none"><li>• Have good knowledge of Britain's tourism product and performance and our business and constantly update your skills and knowledge</li><li>• Help to share your and other VisitBritain's colleague's expertise with external organisations and individuals</li></ul>

media projects including video/ social media/ digital/ print/ TV & radio)

- Ability to interpret, implement and maintain online brand position in line with marketing strategy
- Excellent knowledge of current and future digital developments and trends
- Proven experience in PPC, SEO, eCRM and social media
- IT literacy and thorough understanding of web marketing
- Experience of digital metrics & ability to set campaign KPIs and optimise media performance to maximise ROI
- Ability to evaluate the success of campaigns using a range of tools including GA, media tracking & commercial data
- Substantial communication planning and media implementation experience with thorough understanding of optimisation
- Ability to interrogate and apply audience and marketing insights, with the support of the research and insights team
- Ability to motivate & manage agencies
- Good knowledge of the UK tourism industry preferable and experience in tourism marketing
- High political awareness and the ability to deal with internal and external contacts at senior level
- Excellent manager and motivator, both face-to-face and remotely- with effective organisational and leadership skills
- Strong know-how of staff recruitment and agency procurement

#### **Initiative/Creativity**

- Highly creative, open minded with a desire to solve problems for colleagues and assist team mates
- Keen to develop marketing skill-set (through hands-on experience / attending of training courses / reviewing industry journals, etc.)
- Working knowledge of the organisation, its mission, the brand, stakeholders and overseas markets
- Desire to learn more about our product and keep abreast of new updates within specified region
- Prepared to challenge the status quo and actively seek out opportunities for innovation, process improvement and entrepreneurial development of the organisation
- Able to deputise for the Head of Marketing as required

#### **Interpersonal Skills and Communication**

- Strong team orientation and interpersonal skills
- Excellent presentation and communication skills
- Experience in chairing meetings

- Continually remember that we are a public body and demonstrate value and probity in everything we do

#### **Working Together**

- Have an open-minded 'can do' attitude which encourages innovation, embraces change and displays resilience against adversity
- Participate fully as a team member in building an atmosphere of honesty, respect, co-operation and fun.
- Are visible, approachable, accountable and available

#### **Serving Our Customers**

- Have an effective relationship with all your customers and meet their expectations
- Continually look for opportunities to work in partnership with other teams and/or organisations
- Inspire and empower other people by demonstrating trust, openly valuing their expertise and clearly stating your expectations

#### **Problem Solving and Strategic Thinking**

- Ability to deal effectively with project oriented problems that effect overall organisational campaign delivery
- Assist in the development of strategic proposals
- Highly developed analytical and problem solving skills
- Strong strategic thinking skills

#### **Strong Team Orientation**

- Keen to share agency practices / knowledge
- Experience in managing staff and agencies

#### **Flexibility and Adaptability**

- Able to manage multiple stakeholders requests across organisation and outside during campaign development and roll-out
- Ability to manage and give support implementing multiple campaigns within set period of time
- Able to initiate processes and drive through results
- Willingness for overseas travel and out-of-office hours working

#### **Task Orientation**

- Able to prioritise personal workload in order to ensure tight deadlines are met.
- Advanced attention to detail and commitment to quality / proofing and management of sign off process

- Able to manage multiple requests from central / overseas stakeholders
- Good representation of VisitBritain when managing external stakeholders, i.e. Commercial partners
- Ability to convey information clearly and influence both internal and external audiences to gain commitment
- Can judge when to 'push back' and engage senior members of the team to keep projects on track

#### **Negotiation Skills**

- Good negotiating and influencing skills
- Ability to guide key account managers on a day to day basis at all stages of the creative development process

- Ability to write detailed agency and multi partner creative briefs
- Manage timing plans, update status reports, generate PO's / GRN
- Manage internal filing system to ensure easy access to most up-to-date files.
- Generation of contact reports (as required)

#### **Numerate/Financial Management**

- Good budgetary and value for money awareness

#### **Computer Skills**

- Proven knowledge / experience of MS Office or similar (including Excel, Word and PowerPoint).
- Understanding of Mac design tools

## KEY RESULT AREAS / ACCOUNTABILITIES

1 – 8 key objectives and targets	% Time / Importance
<p><b>Campaign Delivery</b></p> <p>Work collaboratively in-house agency, appointed creative, overseas local lead &amp; internal marketing platforms to ensure integration across all areas e.g., digital delivery team, PR etc. and find solutions to challenges</p> <ul style="list-style-type: none"> <li>• Lead on one international market.</li> <li>• Plan, prioritise, manage, optimise and evaluate integrated marketing campaigns as identified in the annual marketing plan</li> <li>• Ensure marketing outputs and outcomes deliver against Britain Marketing Strategy</li> <li>• Influence and input into marketing plans throughout the campaign planning process</li> <li>• Analyse previous VB campaign performance (ROI, media and creative performance) to develop and set campaign KPIs</li> <li>• Manage and ensure GREAT objectives are met</li> <li>• Ensure launch on time from generation of brief, collation of insights, creative presentations, approvals through to production and supply</li> <li>• Implement technical marketing knowledge: <ul style="list-style-type: none"> <li>i. Co- ordinate, manage &amp; be responsible for all media &amp; creative decisions across campaigns to ensure delivery against objectives.</li> <li>ii. Optimise campaigns throughout campaign period to maximise ROI using GA and DC data</li> <li>iii. Apply a range of data sources inc VB segmentation, customer journey maps to develop best in class strategic marketing plans, ensuring optimal reach, frequency and cut through in market</li> <li>iv. Work with digital teams and relevant agencies to understand the desired consumer journey and experience and develop appropriate platforms</li> <li>v. Where appropriate AB test creative and content to maximise engagement and ROI</li> <li>vi. Ensure brand guidelines are distributed and understood by all necessary partners</li> </ul> </li> <li>• Complete and review post campaign reports &amp; VisitBritain's evaluation taking learnings from best performing media forward into future campaign planning &amp; sharing insights with management to filter up to senior team</li> <li>• Provide wider communication to the network ensuring campaigns are promoted and linked with other activities in the organisation. Share results on ViBE &amp; Corporate Comms team</li> </ul>	65%
<p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Co-ordinate &amp; oversee the workflow of 1 Campaign Managers &amp; 1 Campaign exec TBC</li> <li>• Ensure all work is scheduled / project managed and delivered in a timely successful way, and always on-brand</li> </ul>	15%

<ul style="list-style-type: none"> <li>• Responsible for the development, appraisals, training and objective setting of 2 team members</li> <li>• Manage freelance contractors following procurement processes in line with company policy ensuring projects are kept on time and on budget wherever necessary.</li> <li>• Procure &amp; contract manage creative, media agencies &amp; any external suppliers whenever necessary in line with company and GPS policy to deliver best value</li> <li>• Work with media manager on Intl media planning training where necessary for London and wider VB teams</li> </ul>	
<b>Campaign Clash Management</b> <ul style="list-style-type: none"> <li>• Co-ordinate campaign clashes in market, working with the media planner in-house, local and London teams to ensure optimum delivery and cut through in market</li> <li>• Ensuring a shareable process and documentation is developed and kept up to date</li> </ul>	10%
<b>Finance</b> <ul style="list-style-type: none"> <li>• Keep a comprehensive log of all monthly spending across activities falling under cost centres to ensure budget management</li> <li>• Responsible for any variance reporting</li> <li>• Ensure monthly GREAT HQ reporting is up to date, delivered on time and is an accurate reflection of the Cognos Management Accounts System</li> <li>• Ensure reporting is up to date for any evaluation needs</li> <li>• Ensure procurement procedures are followed in line with company policy</li> <li>• Work with campaigns team on effectively negotiating aggressively with suppliers to extract maximum value and added-value</li> <li>• Significant budgetary management in excess of £18m</li> </ul>	5%
<b>Best Practice/Internal Process</b> <ul style="list-style-type: none"> <li>• Keep weekly status report fully up to date</li> <li>• Attendance of internal / external training courses</li> <li>• Keeping abreast of industry developments (by reading the trade press / attending seminars etc)</li> <li>• Sharing of personal knowledge and industry experience with the team / wider network</li> <li>• Produce regular 'showcase' reports that highlight key campaigns and best practice across the network</li> <li>• Give presentations with the team &amp; wider network as well as to external industry partners &amp; public diplomacy partners whenever necessary</li> </ul>	5%

<b>DIMENSIONS</b>
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**Direct**

- Key role implementing political campaigns at the very highest level
- Contract negotiation with staff, partners and agencies
- Having direct influence on destination campaigns and managing regional expectations
- Responsible for the management & development of 2 direct reports
- Monitoring of campaign budgets- financial reporting and day to day reporting
- Influence over VisitBritain's reputation amongst commercial partners, central government & GREAT HQ

**Indirect**

- Ensure value for money, efficiencies and economies of scale are achieved
- Delivering multi stakeholder campaigns and balancing partner needs with VisitBritain objectives