

JOB DESCRIPTION - MARKETING MANAGER

If this sounds like the perfect opportunity for you please send your CV and Covering Letter to our People Team at recruitment@continuumattractions.com

PURPOSE OF THE JOB

To plan and deliver marketing activity that achieves and exceeds the key business objectives set out in the attraction business plan. The Marketing Manager will identify, develop and engage existing and new target audiences through the effective delivery of the full marketing mix. Working closely with the Brand Marketing Director and General Manager, the role will support the attraction in delivering its commercial & Guest objectives.

KEY ACCOUNTABILITIES

- Work with the Brand & Marketing Director & General Manager and wider leadership teams to develop and deliver the annual marketing strategy and activity plan for the attraction.
- Plan and deliver integrated marketing activity & campaigns across digital, social media, paid media, PR, partnerships and local marketing channels to maximise awareness, visitor numbers and commercial performance.
- Work with the Central Marketing Team to deliver the attraction website, digital content and CRM communications, supporting customer engagement, repeat visits and online conversion.
- Monitor and report on marketing performance, campaign results, visitor trends and market insight. Providing regular updates to the General Manager & wider leadership teams.
- Monitor guest feedback, online reviews and NPS insight, using customer insight to improve the guest experience and inform future marketing activity.
- Act as the brand guardian, ensuring all marketing activity and communications consistently reflect brand standards on and off site.
- Manage the marketing budget for the attraction, ensuring effective return on investment.
- Build and maintain strong working relationships with colleagues, agencies, partners and key stakeholders.

- Develop partnerships with local tourism organisations, media, accommodation providers and other local stakeholders to increase awareness and drive visitor numbers.
- Devise and manage the distribution of promotional material and local marketing activity through accommodation providers, tourist information centres and other appropriate channels.
- Identify new partnerships, promotional opportunities, events and product development ideas to enhance visitor experience and commercial performance.
- Work collaboratively with the Central Marketing Team and attraction teams to deliver marketing initiatives, share best practice and ensure consistent brand experience.

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

SKILLS & EXPERIENCE

- Experience in a marketing role, ideally within a consumer-facing environment such as attractions, tourism, hospitality, leisure or retail
- Experience planning and delivering integrated marketing activity across digital and offline channels.
- Good understanding of digital marketing, social media, CRM and website content management.
- Experience managing marketing budgets and evaluating campaign performance.
- Ability to interpret customer insight and marketing performance data to support decision-making and continuous improvement.
- Excellent communication and relationship-building skills, with the ability to work collaboratively with colleagues, agencies and external partners.
- Strong organisational and project management skills, with the ability to manage multiple priorities and meet deadlines.
- A proactive, creative and commercially minded approach, with the ability to identify opportunities to grow awareness, visitor numbers and commercial performance.

ATTRACTION/OFFICE SPECIFIC REQUIREMENTS

This is an attraction-based role in York City Centre.

