

Marketing and Commercial Manager

Shakespeare's England

Job Description

Shakespeare's England, the Destination Management Organisation for South Warwickshire and surrounding region, is looking for a highly motivated and organised person to manage all aspects of its on and offline marketing and commercial strategy. This is an exciting opportunity for someone who really wants to make a difference driving one of England's newest Destination Management Organisations forward.

Purpose of role

The Marketing and Commercial Manager will be responsible for the strategic development, implementation and management of a range of on-line and off-line communication strategies, as well as overseeing the day to day operation of the Shakespeare's England website and social media. At the same time they will be responsible for driving its E Commerce platforms to maximise revenue with specific focus on the Explorer Pass by Shakespeare's England. Encouraging Shakespeare's England Members to join the scheme and contracting distribution partners. This varied role will be fundamental to the daily operation of the organisation, directly supporting Shakespeare's England's Chief Executive, and will be responsible for the day to day management of the Marketing and Administrative Co-ordinator. The post holder will also assist in the recruitment of new members to help future proof this growing organisation.

Main duties and responsibilities

- To develop and manage the marketing and commercial strategy of the DMO both domestically and internationally
- To develop and manage new partner campaigns that will help promote the area and increase visitors to the region
- Maximise returns from revenue generating products by contracting distribution partners
- Manage all social media channels
- Grow visitation to the Shakespeare's England website by developing the SEO strategy and Google analytics
- Act as 'publisher' for all online content
- Maximise all commercial opportunities provided by the new Shakespeare's England website
- Create, publish and distribute consumer and trade e-newsletters
- Oversee the management of appropriate trade shows, both leisure and business tourism focused and co-ordinate the partner involvement in these events
- Act as line manager for the Marketing and Administrative Co-ordinator
- Assist the Chief Executive in the wider promotion of Shakespeare's England to all stakeholders acting as a Brand Ambassador for the DMO
- Deputise for the Chief Executive at meetings and/or events as and when required
- This job description is not intended to be exhaustive and the post holder will be required to undertake any other duties as directed by the Chief Executive.

Person Specification

- This person will need to be able to work on their own initiative, be highly organised, manage their own work processes and be able to meet tight deadlines.
- Proven experience in creating and delivering, on and offline marketing activity
- Must be a confident CMS user with in depth experience and knowledge of Wordpress
- Excellent copy writing skills with a high standard of English
- Excellent project management skills
- Be able to multi task with ease
- Have good presentation skills and be confident in addressing an audience
- Aware of industry trends and digital marketing
- Have quantifiable people management experience as well as proven experience of managing and working with a wide variety of stakeholders
- They must be confident in liaising with industry partners and developing mutually beneficial partnerships with them.
- Proven budget management as well as maximising commercial opportunities and be confident in negotiating contracts
- At least 3 years experience of creating and managing marketing campaigns preferably within a tourism environment
- They must have access to transportation to enable them to meet a wide variety of stakeholders throughout the region and be prepared for some flexibility in working hours

Additional Information

This is a fantastic opportunity to work with one of the leading international tourist destinations. Shakespeare's England, Destination Management Organisation (DMO) is a private sector led, not for profit organisation, and is one of England's newest DMO's. It has the support and backing of some of the most famous names in English tourism – The Royal Shakespeare Company, The Shakespeare Birthplace Trust and Warwick Castle. It also has the support of Stratford District Council, Warwick District Council, Warwickshire County Council, VisitEngland and VisitBritain and will give you the chance to lead and develop some high profile marketing campaigns to a domestic as well as international audience. As well as driving the revenue generation of the organisation through product development. This is a great opportunity to progress or develop your career in destination management and tourism promotion and help shape the future of tourism in the region.

The post holder will be based in Stratford-upon-Avon but may be expected to work from other bases/locations in the region.

The post is on a full time permanent contract with a salary of £30,000 pa.

If you would like to apply for the role please email your CV and a covering letter to Helen Peters, Chief Executive, Shakespeare's England helen@shakespeares-england.co.uk

Or, if you would like to find out more about the role please call Helen Peters on 01789 260467 or 07469 159499 for more details.

The closing date for applications is Friday 15th June 2018.