

HEAD OF MARKETING AND COMMUNICATIONS BODY WORLDS London

Reports to: General Manager and CMO
Preferred start: ASAP

About BODY WORLDS

Discover the beauty beneath your skin at the brand-new and interactive BODY WORLDS Museum Experience. The original display of real human bodies has a permanent home in the heart of the city at the iconic London Pavilion, 1 Piccadilly Circus.

Dr. Gunther von Hagens' renowned exhibition of real human bodies has sparked curiosity and awe around the world with over 49 million visitors globally. Over 200 anatomical specimens reveal the magic and mysteries that lie underneath the skin using a wide-range of insights into our body and mind, showing the effect lifestyle choices have on our health.

Expect a unique, enthralling journey through the human body, described by many as 'emotional', 'extraordinary' and even 'life-changing'. A world-class experience for all ages, visit BODY WORLDS London to understand what it means to be human.

Scope of the Role

The Head of Marketing and Communications is responsible for the development and implementation of the Marketing and Communications Strategy, to deliver on targets for volume, revenue and profitability, as determined in the overall marketing and attraction/brand strategy. A strong commercial mind for maximizing and driving incremental revenue through both existing and sourcing and developing new sales, marketing opportunities and free publicity through catching PR stunts, events and press releases. The role is responsible for development and execution of the digital marketing and events strategy, to deliver on the targets for online ticket sales, increase reach of digital channels, growth in visitor database and increase of brand awareness.

The Head of Marketing and Communications will be communicating between venue, office, sponsors/partners and the external marketing suppliers; marketing agency (media buying, campaign strategy, SEM, partnerships, etc), PR agency (press communications, public relations, editorials, crisis communications) and the travel trade/tourism marketing agency (trade shows, tourism and travel media buying) - ensuring all channels are communicating a consistent message.

Qualifications & Experience

- Degree in Marketing/ Communications or a related discipline or equivalent experience.
- Strong experience, of which at least 3 years must be at management level in an advertisement/marketing environment, preferably within an international brand.
- Proactive, creative thinker and hands-on.
- Extensive experience within the field of PR and free publicity
- An exceptional negotiator for getting maximum returns on investment and exposure.
- Excellent English communication skills (verbal and in writing)
- Excellent management and interpersonal skills.
- Attention to detail and immaculate accuracy with proof reading.
- Proven ability to work on multiple projects simultaneously and multi task as necessary to meet a deadline.
- Great organization skills, detail oriented and self-starter.
- Experience in managing PPC/SEO, affiliate programmes, email marketing, social media, website CMS's, databases, etc.
- This is not a standard 9-5 role and requires a high level of flexibility.

Key Duties & Objectives

- Develop and implement the Marketing and Communications strategy
 - Plan and direct day to day operation of the Marketing and Communications to ensure maximum revenue and profitability
 - Monitor day to day sales activity
 - Devise and execute communications, sales and marketing promotional campaigns through all media, evaluating and reporting on marketing campaigns ROI
 - Report weekly on performance and general activity
 - Manage online marketing and brand website through content development and continually driving customers direct to this sale channel
 - Identify key competition and carry out regular competitor analysis
 - Assisting in the preparation of annual sales, marketing and communications plan
 - Following all trends and developments within the field of digital media, online marketing, social media, influencer marketing, SEM, the newest tools and rules
 - And always being ahead of the curve...
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