

## Digital Marketing 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 strategy including the day-to-day management of Shakespeares-england.co.uk This is an exciting opportunity for someone who really wants to make a difference driving one of England's Destination Management Organisations forward.**

#### Purpose of role

The Digital Marketing 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, managing the relationship with the web developer and supervising the delivery of its social media by the Digital Marketing Executive. They will be responsible for its E Commerce platforms, working with the Business Development Manager to maximise revenues, as well as managing the day-to-day relationship with Shakespeare's England's PR Agency. This varied role will be fundamental to the daily operation of Shakespeare's England, as the post holder will also act as Chief of Staff to the Chief Executive.

#### Main duties and responsibilities

- Develop and manage the digital marketing strategy of the DMO both domestically and internationally.
- Manage the relationship with the website developer and carry out daily troubleshooting and snagging resolution
- Manage and direct Shakespeare's England's PR Agency
- Develop and manage new partner campaigns that will help promote the area, increase visitor numbers to the region, lengthen visitor stays and increase spend.
- 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 Shakespeare's England's website
- Linemanage the Digital Marketing Executive
- Act as Chief of Staff for the Chief Executive and deputise as and when required.
- Attend and present at Shakespeare's England's quarterly Tourism Forums
- Provide quarterly reports for the Board of Shakespeare's England
- Attend and man, trade and consumer show stand as and when required
- Be a Brand Ambassador for the DMO
- 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

- Previous experience of developing websites and driving visitation would be beneficial
- Must be a confident CMS user with indepth 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 online commercial opportunities
- Experience in running advertising budgets
- At least 3 years' experience of creating and managing digital marketing campaigns preferably within a tourism environment
- Hold a clean driving license with full unlimited access to a car
- 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 digital marketing campaigns to a domestic and international audience. As well as driving the revenue generation of the organisation through online 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.

Shakespeare's England has an office in Stratford upon Avon, however time will be spent in a mixture of office based and home working, subject to discussion and agreement with the Chief Executive.

The post is on a full-time permanent contract with a salary of circa £40,000 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](mailto:helen@shakespeares-england.co.uk)  
Or, if you would like to find out more, please call Helen Peters on 07469 159499 for more details.

The closing date for applications is **24 December 2021**