

ISLE OF WIGHT STEAM RAILWAY

JOB DESCRIPTION

Title of job: Marketing Manager

Reports to: CEO

Responsible for: Marketing

Main purpose of job

- This role is responsible for the provision of the Isle of Wight Steam Railway's marketing and content. The Marketing Manager will lead the development and execution of marketing strategies across all channels. The focus of the role is to increase the Isle of Wight Steam Railway's fame by enhancing our brand visibility, promoting our heritage experiences and offerings, and to drive visitor numbers, engagement and revenue for the Railway,

Principal Responsibilities

Marketing

- Conduct research to be fully conversant with industry data and to gather insights on existing and potential visitor demographics
- Identify target audiences, develop and implement a comprehensive marketing strategy aligned with business objectives, and tailor marketing initiatives accordingly
- Work cross functionally with operations, events, heritage and learning, and customer service teams to align marketing activities with operational capabilities
- Take the lead role in shaping, developing, delivering and marketing a programme of special events and experiences ensuring that these are underpinned by audience insight and have buy-in from teams across the railway
- Liaison and development of positive links with the media and external business and tourist communities to maximise collaborative marketing opportunities, ensure our profile is raised and improved, and to expand recognition of the Railway as a major attraction and influence on the Island and across the wider region
- Manage all marketing platforms and all digital marketing channels including website, social media, email and online advertising, and develop a content creations strategy for future digital marketing enhancement
- Monitor and optimise SEO efforts to enhance online visibility and engagement
- Facilitate content for marketing and advertising materials, press releases, blogs, and social media platforms to engage and inform potential visitors, ensuring brand consistency across all platforms
- Advocate for the brand's heritage and values in all promotional activities
- Analyse competitor offerings and industry developments to stay ahead and to identify and implement new promotional opportunities for attracting additional visitors and income
- Prepare and manage the marketing budget to ensure efficient allocation of resources and maximise return on investment

- Monitor and analyse the effectiveness of marketing campaigns and initiatives, providing regular reports and recommendations for improvement
- Develop an internal communications process to ensure staff (whether volunteer or paid) are kept informed and given the opportunity to contribute to the running of the Railway

Staff

- Lead, manage and develop marketing and events staff, including providing support, guidance, and training to appraise and manage performance, ensuring the marketing team workflow is managed effectively
- Identify individual and team training needs and plan accordingly through appraisals
- Ensure staff adhere to the policies and procedures established by the Isle of Wight Steam Railway

Resources

- As part of the Senior Management Team (SMT), the post holder is required to work closely with the team in managing the core administration function of the organisation and the facilities from which it operates

General Responsibilities

- Abide by organisational policies and practises including equal opportunities and confidentiality
- Participate in your own appraisal with your line manager. Work with your line manager to review professional development and undertake training as agreed
- Provide management support and coaching for staff on marketing matters as required
- Contribute through the Isle of Wight Steam Railways' team meetings, training, and outreach/ events to the development of the Isle of Wight Steam Railways' services
- Contribute to and attend internal/external events and support the CEO/ SMT with the promotion of the organisations' workplace culture
- Any other duties which are considered commensurate with the post

Dimensions and limits of Authority

This job description does not form part of your contract of employment. The duties laid down in this job description may change from time to time following a review and in consultation between the post holder and the CEO.

Pay and Conditions

Salary: £40K – 45K based on skills and experience.

Hours of work: 37.5

Flexible working: Part of this role may be open to flexible working, including some limited home working. However, as some key aspects of the role are driven by very specific dates and deadlines, this will need to be agreed by negotiation.

PERSON SPECIFICATION

	CRITERIA	Essential/Desirable
Qualifications	<p>A minimum of 3-5 years of experience in marketing, with a focus on digital marketing and brand management.</p> <p>Bachelors degree in Marketing, Business, Communications or a related field.</p> <p>(While a professional marketing qualification would be useful, significant practical and successful experience in the field is equally important)</p>	<p>Essential</p> <p>Desirable</p>
Knowledge	<p>Familiarity with design software (e.g. Adobe Creative Suite or similar)</p> <p>Familiarity with all relevant online and social media channels, and familiarity with all relevant social media, website and online management software (eg Hootsuite or similar, video/content creation and editing software, etc)</p> <p>Familiarity with relevant research and analytical software and tools</p>	<p>Desirable</p> <p>Essential</p> <p>Desirable</p>
Experience	Proven track record in developing and executing successful marketing strategies, preferably within the tourism and heritage sectors	Essential
Skills and abilities	<p>Excellent written and verbal communication skills for creating compelling content and engaging with stakeholders</p> <p>Strong organisational skills with the ability to lead and motivate of varied teams of people and to manage multiple projects and meet deadlines</p>	<p>Essential</p> <p>Essential</p>
Other requirements	Passion for heritage and tourism, with a strong understanding of the Isle of Wight's history and culture, and able to embrace the aims and objectives of a heritage based charitable trust dedicated to preserving the past whilst remaining commercially viable	Desirable