

HERON & BREARLEY

**MARKETING CAMPAIGN CO-ORDINATOR
ROLE PROFILE**

JOB FAMILY:

HR CODE:

STRUCTURE	LINE MANAGEMENT RESPONSIBILITIES
This role is located at Group Head Office and forms part of the Marketing team reporting to the H&B Marketing Manager. The Marketing Manager will appraise the quality of work produced and/or performed by the incumbent.	N/A

MISSION & PURPOSE

- Responsible for the successful delivery of IOM Marketing Campaigns within the H&B Managed Estate to promote products and services and improve on sales
- Engaging with Site General Managers (SGM's) to ensure effectiveness and measurability of marketing campaigns, championing a customer centric view.
- Manage the development of advertising materials with the Marketing Designer to write and edit copy for promotional materials within marketing campaigns
- Provide clear marketing and research information by collecting, analysing and summarising key data and trends across the hospitality industry and deliver insightful customer and site category reporting and recommendations for campaign improvements;

KEY RESPONSIBILITIES & DELIVERABLES

- **Marketing Campaigns**
 - Plan, develop and deliver marketing campaigns for the Isle of Man Retail Estate with site visits to ensure effective implementation of marketing campaigns in line with campaign brief;
 - Evaluate marketing campaign strategies and activity plans for the Isle of Man Retail Estate, on time and within budget;
 - Establish and maintain open lines of communication with Site General Manager's to ensure effective execution of campaigns across each site and build and maintain valuable relationships with SGM's to maximise potential for promotions and raise standards of public perception in general;
 - Write and edit copy for a range of promotional printed materials;
 - Be responsible for the sourcing all campaign materials;
 - Deliver campaign activity presentations and regular result summaries to BSM's and SGM's;
 - Work with identified stakeholders to obtain buy in for campaigns and to obtain information to devise, prepare and produce campaign activity and content
 - Build and manage external relationships in order to assist in the delivery of successful campaigns and promotions across the Retail IoM Estate.

➤ **Campaign Reporting**

- Ensure each campaign has clear metrics as agreed with the Marketing Manager and ensure that campaigns are achieving appropriate Return on Investment in line with KPI's and company goals;
- Track sales data to determine success of marketing campaigns against level of sales.
- Deliver campaign reports of results against metrics, including use of web analysis tools such as Google Analytics, email data reports, KPI report evaluations and bookings reports.
- Regularly communicate campaign performance results to Business Support Managers (BSM's) and Site General Manager's to provide insights into the campaign performance;
- Carry out post campaign analysis to report KPIs and distribute "lessons learned" for future campaigns.

➤ **Market Analytics**

- Conduct research and compile and analyse data on current food and drink trends, competitors and market place on the Isle of Man and in the UK to identify market trends;
- Interpret data and communicate research findings, recommendations and actionable insights to internal stakeholders.
- Understand business objectives and design research methods to discover prospective customers' preferences;
- Remain fully informed on all relevant market trends and developments and provide impact analysis to stakeholders.
- Analysis of customer data to identify high-value customers and/or customers with high response potential;
- Delivery of targeted research and analysis to drive leading strategies to improve customer response, retention and growth.
- Perform ad-hoc data gathering, research and analysis on competitors.

➤ **Ad Hoc Marketing Tasks**

- Perform ad-hoc marketing tasks as assigned by the marketing manager including assisting with charity events, content for websites and contributing to the customer loyalty card scheme.

SKILLS & BEHAVIOURS

- Have a high level of attention to detail
- The ability to interpret and critically analyse large amounts of data
- Capable of producing succinct management reports which critically assess the impact of potential decisions and provide recommendations;
- Be willing to work flexibly across a variety of research needs, both qualitative and quantitative;
- Self-motivated with the ability to simultaneously manage multiple projects in a fast-paced, results driven environment;
- Curious and analytically minded, you enjoy tackling difficult problems and finding creative solutions;
- Excellent written and verbal communication skills and confidence in presenting and influencing at a senior level;
- High-energy team player with the ability to work collaboratively with a variety of stakeholders.

- Able to managing multiple, converging deadline projects.
- Highly organised with the ability to manage self and others to ensure deadlines are met.
- Excellent IT skills

EXPERIENCE, EDUCATION, TYPICALLY

- Ideally, a degree in Sales, Marketing or other related field or a relevant professional qualification;
- A minimum of 1-2 years in a marketing position.
- Have good knowledge of how to run successful marketing campaigns
- Commercial experience of Marketing Analytics
- Excellent knowledge of search engines, web analytics and business research tools;
- Knowledge of data collection methods (polls, focus groups, surveys etc.);

The above statements are intended to describe the general nature and level of the work being performed. They are not construed as an exhaustive list of all deliverables and responsibilities and duties. All employees are expected to be flexible in approach and may be required to perform other duties as may be reasonably required for the benefit of the Heron & Brearley Group and to add value.

Date prepared:		
Agreed by:	Incumbent	Manager
Review date:		