



Job Description

Job Title:	Marketing Manager
Accountable To:	Directors
Location:	Moddershall Oaks Country Spa Retreat

Our Vision

At Moddershall Oaks, we are dedicated to providing guests with a special place to be and all members of our team are expected to work positively to achieve our vision:

‘Be the best at everything we do by employing great people who make Moddershall Oaks a special place to be’.

Our Values

We have agreed a set of core values which define the standards and behaviours which we expect all employees to demonstrate:

- We are **Ambitious**
We are focussed on personal and business success
- We are **Caring**
We genuinely care about our guests and our colleagues
- We are **Creative**
We seek better ways of doing things and are empowered to deliver consistently outstanding service
- We are **Enthusiastic**
We are motivated to develop our skills and do our best for guests every day
- We are **Loyal**
We work as one team who are loyal to each other and the business

In return, Moddershall Oaks offers appropriate support, training and development within available resources to enable employees to make their best contribution.

Job Purpose

The Marketing Manager is responsible for composing and acting out marketing plans for the business both as a whole and for the individual business areas. This is a driving, fast paced role due to the reactive nature of the company and requires organisation, flexibility and decisiveness. The main purpose of this role is to compose plans, analyse returns and make decisions on the back of what does / doesn't work. The aim is to establish marketing KPIs to enable us to measure marketing activity, and manage the marketing budget effectively. You will also be responsible for another team member in marketing that currently focuses on design, content, creative and social media, including prioritising their tasks, briefing them and managing their performance.



Principal Accountabilities & Responsibilities

- Pipeline generation by developing and executing strategies to meet customer demand. Promoting our offering to our target customer via media, advertising and digital marketing channels
- Marketing KPIs for example website traffic, email enquiries, number of telephone calls, social media followers, email newsletter bounce rates etc.
- Managing the marketing budget, spending effectively, reporting ROI, clear communication of spend to Directors
- Composing marketing plans for the different areas of the business in advance, and smaller projects depending on the needs of the business. Writing briefs, proposals and planning ideas for approval
- Executing the marketing plans, analysing performance and presenting reports to the Directors
- Responsible for marketing activity, distribution channels and getting MO out there in front of the right type of customer
- Overseeing PPC and SEO activity and responsibility for the performance, even if outsourced elsewhere
- Customer profiling, analysis, insights, buying behaviour and trends
- Advertising enquiries, organising future opportunities, managing relationships
- Managing and maximising data capture in the business, utilising all possible opportunities to grow the database, adhering to privacy guidelines and GDPR
- Management of social media performance, engagement, response times and maximising opportunities on the social channels
- Communication about all things marketing to everyone else in the business to ensure consistent language, internal comms, information on activity and offers, and to get feedback from the teams
- Analysing competitors, helping us to be ahead, identifying new opportunities
- Managing listing sites and agents to ensure a positive impact on SEO and website traffic, ensuring the listings are maximised and continuously evaluating impact
- Networking and internal / external marketing event planning and management where necessary
- Managing the marketing function as a whole including delegating tasks and managing reportee performance. Communicating frequently, working as a team and prioritising workload.

General requirements

- Work diligently within the best of your ability to ensure you meet the requirements of your job description
- Always seek to continuously improve
- Participate in internal/external meetings and training as required
- Positively participate in one to ones and appraisal



- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with Moddershall Oaks' culture, values, aims and objectives
- Act as a positive ambassador for Moddershall Oaks at all times when dealing with guests or representing the business
- Positively contribute to Moddershall Oaks team working environment, taking ownership of issues and supporting colleagues where appropriate
- Undertake any other duties that may be required from time to time

NB: This Job Description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be changed at management's discretion in the future. As a general term of employment, Moddershall Oaks may affect any necessary change in job content, or may require the post holder to undertake other duties, provided that such changes are appropriate to the employee's remuneration and status.

I confirm that I have read and agree to carry out the duties and responsibilities contained in this job description.

Signed:

Date:



Person Specification

Job Title: Marketing Manager		
Criteria	Essential or Desirable	Method of Identification
Qualifications		
Marketing degree	Essential	Application
Proven Experience		
Experience in a busy marketing role	Essential	Application
Experience of providing a high standard of marketing material	Essential	Application
Experience of working in a busy sales/marketing environment	Essential	Application
Experience of working to and achieving targets and deadlines	Essential	Application/interview
Experience of working under own initiative to make a positive contribution to a busy team	Essential	Application/interview
Knowledge, Skills and Abilities		
Outstanding customer service skills	Essential	Interview
Knowledge of sales and marketing techniques	Essential	Interview
Able to work as a motivated team member	Essential	Interview
Time management, able to achieve deadlines	Essential	Interview
Excellent verbal communication skills	Essential	Interview
Able to work on own initiative	Essential	Interview
Excellent IT skills – Design software & other	Essential	Interview
Highly organised and accurate with great attention to detail	Essential	Interview



Demonstrate a helpful and supportive attitude towards the business and colleagues	Essential	Interview
Willing to go the extra mile to make Moddershall Oaks a special place to be for guests	Essential	Interview
Other Attributes Able to work effectively within Moddershall Oaks core values framework	Essential	Interview
Car owner/driver	Essential	Application