

JOB description

Job Title:	Marketing Manager
Accountable To:	Directors
Reportees:	Digital & Content Marketing Assistant
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 leading the development and delivery of Moddershall Oaks’ marketing strategy and activity, ensuring the business is effectively promoted to the right audiences, and the brand is consistently represented across all channels.

This is a hands-on, creative and commercially focused role, with a clear understanding of how effective marketing contributes to business performance. Using data, customer insight and commercial trends, the Marketing Manager will develop activity that generates demand, drives enquiries and bookings, supports occupancy and revenue growth, increases guest spend and repeat visits, and delivers a strong return on marketing investment.

Principal Accountabilities

1. Commercial & Marketing Strategy

- Lead the development and delivery of the marketing strategy and annual marketing plans across all areas of the business, aligned with business priorities, seasonal demand and commercial objectives.
- Maintain a strong understanding of business performance, including occupancy, booking patterns, revenue and customer behaviour, proactively identifying where marketing intervention can drive demand, improve performance and support revenue growth.



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- Manage the marketing budget effectively, taking ownership of how marketing investment is allocated, monitoring expenditure and ensuring activity delivers value. Measure and report on performance and ROI, using findings to inform future investment.
- Work closely with the Sales Manager and Head of Finance, contributing marketing insight and performance data to support the development of company budgets, sales targets and revenue objectives.
- Monitor and report on key marketing and commercial KPIs, providing Directors with clear insight and recommendations and taking action based on results.
- Identify opportunities through marketing to increase occupancy, drive demand during quieter periods, increase guest spend, encourage repeat visits and support customer loyalty.
- Contribute to business development and growth initiatives, leading and managing the marketing requirements of projects ranging from significant business developments to smaller revenue growth opportunities.
- Understand the different revenue streams and customer journeys across Moddershall Oaks, working closely with managers to identify opportunities to cross-promote services and maximise commercial impact.
- Research and understand target customers, customer profiles, buying behaviours and market trends, using these insights to shape marketing strategy and investment decisions.
- Monitor competitors and the wider market, proactively identifying emerging trends, opportunities and areas where Moddershall Oaks can strengthen its positioning and competitive advantage.

2. Marketing Activity & Channels

- Develop and oversee marketing campaigns across relevant channels including website, email, social media, digital marketing, advertising, PR and print, ensuring activity has clear objectives and measurable outcomes wherever possible.
- Oversee PPC and SEO activity, taking responsibility for performance and effectiveness, including where activity is delivered through external agencies or freelancers.
- Oversee the website, ensuring content, imagery, offers and messaging remain accurate, current and on-brand, while monitoring its effectiveness in supporting the customer journey, enquiries and conversion.
- Oversee social media strategy and performance, providing direction for content and activity and ensuring channels support brand, engagement and wider commercial objectives.
- Manage the overall email marketing strategy and performance, identifying opportunities to effectively utilise and grow the customer database while ensuring compliance with GDPR and relevant privacy requirements.
- Set the direction and priorities for marketing content across the business, ensuring content is engaging, relevant, on-brand and supports agreed marketing and commercial objectives.
- Manage advertising opportunities, listing sites, directories and relevant third-party platforms, ensuring the Moddershall Oaks brand is effectively represented and opportunities to generate awareness, traffic and enquiries are maximised.

3. Brand, Communication & Relationships

- Work closely with Directors and managers to understand business priorities, upcoming activity and commercial challenges, translating these into appropriate marketing plans and activity.
- Participate in relevant business and commercial meetings, including sales, budget, finance and management meetings, as well as appropriate external meetings, networking opportunities and exhibitions.



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- Ensure consistent brand positioning, tone of voice and messaging across all marketing channels.
- Communicate marketing plans, campaigns, offers and key activity effectively to relevant teams across the business, ensuring teams understand current marketing priorities and can communicate consistently with guests.
- Develop and maintain effective relationships with relevant media, agencies, suppliers, partners and other external contacts, supporting appropriate networking, partnership, B2B and promotional opportunities.
- Act as a proactive and creative brand ambassador for Moddershall Oaks, championing the brand and continually identifying opportunities to strengthen how the business is positioned and promoted.

4. Marketing Function Management

- Manage and develop the Digital & Content Marketing Assistant, providing clear direction and priorities, delegating appropriate responsibilities and supporting their performance and development.
- Manage external marketing agencies, freelancers and suppliers, ensuring work is appropriately briefed, prioritised and delivered to the required standard and budget.
- Manage and prioritise the workload of the marketing function, ensuring resources are focused on activity that best supports marketing and commercial objectives.
- Maintain sufficient hands-on knowledge of marketing channels and activity to effectively support the function and become involved in delivery when required.
- Remain current with developments in marketing, hospitality, digital channels and customer behaviour, proactively identifying new ideas and opportunities to continually improve marketing effectiveness.

General requirements

- Work diligently within the best of your ability to ensure you meet the requirements of your job description, always seeking to continuously improve
- Participate in internal/external meetings, appraisals and training as required
- 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 both on and off site
- 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 effect 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.

Name:



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Signed:

Date:

Person Specification	
Criteria	Essential or Desirable
Qualifications	
Relevant Marketing, Business or related qualification, or equivalent professional experience	Essential
Relevant digital marketing qualification/training	Desirable
Proven Experience	
Proven experience in a marketing role, including proven experience operating at Marketing Manager level or equivalent	Essential
Proven experience of developing and delivering marketing strategies and plans aligned with wider business objectives	Essential
Strong track record of delivering commercially focused marketing activity that generates demand and contributes to revenue growth	Essential
Experience of managing marketing budgets, evaluating spend and demonstrating return on investment	Essential
Experience of using commercial data, customer insight and marketing analytics to identify opportunities and inform strategy	Essential
Broad experience across digital and traditional marketing channels, including website, email, social media, PPC, SEO, advertising and content	Essential
Experience of managing and developing marketing employees and/or coordinating the work of agencies, freelancers and external partners	Essential
Experience of working closely with senior leaders and contributing marketing expertise to wider business planning and decision-making	Essential
Marketing experience within hospitality, leisure, spa or another premium customer-facing business	Desirable
Knowledge, Skills and Abilities	
Commercially astute with a strong understanding of how marketing activity impacts demand, bookings, revenue, customer spend and overall business performance	Essential
Able to think strategically while remaining willing and able to be hands-on when required	Essential
Strong analytical skills with the ability to interpret commercial and marketing performance and translate findings into action	Essential
Strong understanding of customer segmentation, targeting, positioning and customer behaviour	Essential



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Strong digital marketing knowledge including SEO, PPC, email marketing, social media and website performance	Essential
Creative and innovative, with the ability to develop ideas that support both the brand and commercial objectives	Essential
Excellent written and verbal communication skills with a strong understanding of brand, messaging and tone of voice	Essential
Excellent planning, organisational and prioritisation skills, with the ability to manage multiple projects and competing priorities	Essential
Confident and credible when working with Directors, managers, agencies and external partners	Essential
Proactive, results-focused and able to work independently, take ownership and make sound decisions	Essential
Other Attributes	
Able to work effectively within Moddershall Oaks' core values and culture	Essential
Flexibility to work evenings, weekends, and special events as required	Essential
Full driving licence and access to reliable transport	Essential

