**COAST & COUNTRY COTTAGES**

**JOB DESCRIPTION**

Post Title: Marketing Manager (Full-time)

Line Manager: General Manager

Purpose of Job: To strategically manage the digital and offline marketing function including the management, direction and support of the in-house marketing team in order to meet overall marketing and business sales targets.

Main Activities, Duties and Responsibilities:

1. Overall management of all Coast & Country Cottages marketing channels.
2. Management of the Coast and Country Cottages and Luxury Devon websites.
3. Management of the marketing elements of our booking software, TABS2.
4. Management of all aspects of the digital marketing channels and the materials produced to ensure that they are accurate, correct and are presented to provide the highest quality marketing and most effective sales output.
5. Strategic analysis and interrogation of sales reports – tracking marketing performance and careful monitoring to ensure sales targets are met.
6. Management of the marketing team, working with the Assistant Marketing Managers to ensure staffing levels are sufficient, identifying training and development needs.
7. Management and control of the marketing budget. Accurately forecasting and adjusting budget where necessary to meet targets.
8. Negotiation of contract terms with external suppliers.
9. Contact, interviewing, and engagement of third party contractors where appropriate in order to create unique and engaging content.
10. Content campaign planning and co-ordination
11. Design and analyse customer research, including analysing market conditions and competitor data.
12. Review new technologies and propose developments to ensure the company is at the forefront in digital marketing.
13. Oversee the database management for direct marketing and mailings.
14. Direct marketing including offline and online direct marketing campaigns.
15. Management oversight of the implementation, co-ordination and reporting of the email marketing strategy campaign.
16. Up to date analysis of competitors marketing campaigns.
17. Liaison with external suppliers for all areas of the website, co-ordination and planning of web development work for C&CC and Luxury Devon
18. Overall responsibility for the Affiliate Marketing Programme and reporting.
19. Management oversight of artwork creation for all online and offline materials.
20. Oversee the management of the social media strategy.
21. Management and reporting of the content plan to General Manager/Directors.
22. Events support (including some weekends in the season).
23. Delivering presentations about marketing to senior management and other sections of the business as required.
24. Attending conferences and training.
25. Ensuring compliance with data protection legislation and GDPR.
26. Undertake any other duties which may be assigned by the General Manager.

Health & Safety

You will uphold Coast & Country Cottages’ Health & Safety Policy and comply with all relevant health and safety legislation.

Equal Opportunities

You will uphold Coast & Country Cottages’ Equal Opportunities Policy in service delivery and employment, thereby promoting a fair and quality service to all.

Training

You will keep under review your own development needs to meet the goals and objectives of your role development.

Learning needs should be discussed and determined at your annual performance appraisal and you will be required to undertake training as identified and appropriate for the effective performance of the duties of this post.

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This job description represents a statement of the duties of the post but does not include all minor duties. It is inevitable that over time the nature of the individual job will change, and existing duties may be lost or other gained without changing the general character of the duties or the level of the responsibility entailed. As a result, Coast & Country Cottages will expect this job description to be subject to revision.