

# Elegant Resorts

## ROLE PROFILE

<b>Job Title:</b> Head of Marketing		<b>Date role profile reviewed:</b> June 2017
<b>Reports to:</b> Managing Director		<b>Department / Business Area:</b> Marketing and Brand, Elegant Resorts
<p><b>Role Purpose:</b> Responsible for continuing to build the profile and reputation of the Elegant Resorts brands in the luxury market place at a national and international level and provide a favourable environment to operate and grow by developing all opportunities to stimulate demand.</p> <p>To deliver an integrated marketing and communications strategy through a multi-channel approach to support delivery of long term aspirations for the brand whilst being commercially cost effective in the acquisition and retention of clients.</p> <p>A senior management position that requires good all round skills and will incorporate public relations, multi-channel marketing on and off line, internal communications, affinity marketing and internal communications.</p>		
ACCOUNTABILITIES		
Key Result Areas (+%)	Key Tasks	Performance Indicators/metrics
<b>Strategic Leadership</b>	<ul style="list-style-type: none"> <li>• Create, execute and manage a timely and comprehensive marketing, communications and public relations strategy. To include print, retail, digital, social media, public relations, client events and promotions, ensuring that all campaigns are in line with company strategy to enhance the company's image and position within the marketplace</li> <li>• To oversee the effective communication of the strategy globally and its implementation and delivery. The strategy must ensure cost –effective communications are used to build loyalty amongst past clients and equally attract newcomers, via CRM, advertising and promotions</li> <li>• Influence and engage with stakeholders at all levels of the business to secure buy-in to the Marketing &amp; Communications strategy</li> <li>• To monitor and manage the strategy's performance, in accordance with budgets and targets,</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition and retention levels</li> <li>• ROI of campaigns</li> <li>• Internal and external feedback</li> <li>• Brand development</li> <li>• Partnership development</li> <li>• Informative and accurate reporting</li> </ul>

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	<ul style="list-style-type: none"> <li>Continually review changes in client trends and the activities of competitors, and adjust the marketing plan where relevant</li> <li>Provide appropriate direction to internal teams and external agencies</li> <li>Be the key interface with the internal IT/digital development team</li> <li>Define appropriate KPIs and strategic reporting frameworks</li> <li>Represent Marketing interests at strategic meetings and Board updates</li> <li>Drive relationships with suppliers, affiliate partnerships and tourist boards to negotiate marketing funds and opportunities</li> <li>Represent the company and connect on a 1-2-1 level with clients at events</li> </ul>	
<b>People Management</b>	<ul style="list-style-type: none"> <li>Provide strong, inspiring leadership to the Marketing team proactively developing team and individual performance including - appraisals, setting and monitoring objectives and constantly providing feedback</li> <li>Motivate and coach team members to achieve their objectives and personal development plans</li> <li>Resource the Marketing department efficiently and as per commercial business needs</li> <li>Ensure and maintain a culture of collaboration within the team and wider organisation</li> <li>To oversee positive working relationships with internal and external stakeholders at all levels</li> </ul>	<ul style="list-style-type: none"> <li>Objectives set and team review process completed to schedule</li> <li>Development of team and succession planning</li> <li>Team and business feedback</li> <li>Management of resource budget</li> </ul>
<b>Budget Management</b>	<ul style="list-style-type: none"> <li>Wholly accountable for all marketing budget</li> <li>Ensure that appropriate processes are followed and recommend changes for improvement</li> <li>Accountable for the execution and delivery of core metrics within the department</li> <li>Identify and implement cost efficiencies where possible</li> <li>Responsible for generating revenue through on and off line channels as per direct business targets and being wholly accountable for ROI for each activity</li> <li>Ensure timely, accurate and relevant reporting is delivered</li> </ul>	<ul style="list-style-type: none"> <li>Actual spend in line with Budget for Marketing</li> <li>Improved ROI</li> <li>Cost control</li> <li>Departmental efficiency</li> </ul>
<b>Client (Internal &amp; External)</b>	<ul style="list-style-type: none"> <li>To successfully encapsulate the Elegant Resorts brand in all communications, touchpoints and through all stages of the client journey</li> <li>Build awareness, drive desirability, improve conversion on acquisition, increase retention levels and ongoing loyalty through positive sentiment towards the brand</li> </ul>	<ul style="list-style-type: none"> <li>Clear concise communication across all channels</li> <li>Excellent relationships internal/external</li> </ul>

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<b>Technical</b>	<ul style="list-style-type: none"> <li>• To ensure the efficiency and legality of the client database and its use</li> <li>• To ensure adherence to legal requirements in all aspects of marketing practice</li> <li>• To keep abreast of changing marketing techniques including technological and new media developments that may offer improved marketing effectiveness or cost efficiencies</li> <li>• Use Google Analytics and other reporting tools to measure and analyse online behaviour to support the development of the digital strategy for the business</li> <li>• Own and develop the relationship with IT to ensure that the appropriate technical infrastructures are in place to support our e-commerce ambitions</li> </ul>	<ul style="list-style-type: none"> <li>• Adherence to data protection</li> <li>• Personal development in new technologies where appropriate</li> <li>• Timely and accurate reporting</li> <li>• Continual recommendation for improvement to the digital strategy</li> </ul>

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## PERSON SPECIFICATION

### CAPABILITIES PROFILE – leadership, management or personal skills/knowledge, qualities

#### Essential:

- Results focused
- Strong commercial acumen
- A thorough understanding of the digital media landscape
- Strategic and creative thinker
- Puts the customer at the heart of every decision
- Excellent communication, negotiation and influencing skills – particularly with senior stakeholders
- Diplomatic and considerate of other people's perspectives
- Able to analyse several different options and quickly form a decision based on sound judgement
- Able to analyse sources of data and identify trends / make recommendations based on insight
- Identify new ways of doing things, and approach situations with an open mind
- Strong team player
- Able to lead, motivate and inspire a team
- Leads by example
- Tenacious and not afraid to challenge
- Project management skills
- High standard of written English
- Computer and internet proficient
- Excellent time management and prioritisation
- Ability to produce reports using a range of statistical data
- Numerical with a high level of competency in managing budgets
- Excellent technical understanding of website build and development processes

#### Desirable:

- Approaches change with a positive outlook, identifying the potential opportunities presented

### CAPABILITIES PROFILE – technical skills/knowledge

#### Essential:

- Professional marketing skills with a strong digital background

#### Desirable:

- Knowledge on IT travel related products

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<ul style="list-style-type: none"> <li>• International brand management</li> <li>• Writing ability</li> <li>• Strong analytical and numerical ability</li> <li>• Commercial acumen</li> <li>• Budgetary control skills</li> <li>• Relevant legislative understanding</li> <li>• Project management skills</li> <li>• Understanding the role and contribution of PR</li> <li>• Ability to identify and develop innovative ideas for The Company.</li> <li>• Knowledge of and the ability to use financial analysis</li> <li>• Computer literate and possess good keyboard skills</li> <li>• Knowledge of standard PC packages i.e. Excel, Word, PowerPoint etc</li> </ul>	<ul style="list-style-type: none"> <li>• Background in luxury</li> </ul>
<b>EXPERIENCE &amp; TRACK RECORD</b>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Previous Head of Marketing or Marketing Director</li> <li>• Experience of international brand management</li> <li>• Experience of developing and implementing digital strategies in a consumer-facing industry</li> <li>• Direct responsibility for managing global e-commerce websites</li> <li>• Responsibility for meeting significant revenue targets</li> <li>• Accomplished budget management experience</li> <li>• Leadership experience</li> <li>• Strong commercial experience</li> <li>• Advanced experience of using web analytics software and data analysis</li> <li>• Demonstrable experience of cross-channel marketing planning</li> <li>• Experience of influencing at a senior level</li> <li>• Building close working relationships with internal IT teams and managing external agencies</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Travel industry experience and/or in the luxury sector</li> <li>• Experience with a reputable, classic brand</li> <li>• Experience of both B2B and B2C markets</li> </ul>

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QUALIFICATIONS, TRAINING, PROFESSIONAL MEMBERSHIPS or ACCREDITATIONS	
<b>Essential:</b> <ul style="list-style-type: none"><li>• Educated to at least degree level or equivalent</li></ul>	<b>Desirable:</b> <ul style="list-style-type: none"><li>• Professional marketing qualification from a recognised body such as CIM or IDM</li><li>• Travel related qualifications</li><li>• Project management</li></ul>
ORGANISATIONAL INFORMATION	
<b>Direct reports:</b> 5	<b>Resources, Scale and Scope of Role, Location and any Travel factors</b> Based in Chester with some travel in the wider group

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