



Marketing Manager

Full Time – 37.5hrs pw
£30k - £35k (DOE)

The Company

Experience Oxfordshire is the Destination Management Organisation (DMO) for the county. We are the lead organisation for promoting and developing leisure, business and cultural tourism in Oxfordshire. Operating to not-for-profit principles, Experience Oxfordshire is a partnership organisation, actively engaged on a local, national and international level to grow the visitor economy.

The Visitor Economy is vitally important to Oxfordshire. Each year we welcome over 27 million visitors to the County who spend just over £2 billion in the local economy which supports over 33,000 – 10% of all jobs across Oxfordshire. We work with businesses to grow and develop the Visitor Economy and promote Oxfordshire as a great destination to live, work, visit and do business.

Experience Oxfordshire is a Partnership Organisation who work with Partners who come from all sectors of the Oxfordshire economy including hotels, attractions, retail, events, transport and restaurants. We work with our Partners to collectively promote their products and services and grow the visitor economy across Oxfordshire through information provided in the Visitor Information Centre, marketing, media, travel trade and events.

Experience Oxfordshire generates the majority of its income from operating a range of commercial services which include: Oxford Visitor Information Centre, Oxford Official Walking Tours, Marketing, Conferencing, Partnership, Retail and Ticket sales.

For more information on Experience Oxfordshire go to:

www.experienceoxfordshire.org

www.experienceoxfordshire.org/partner

www.experienceoxfordshire.org/conferencing

The Role

This exciting and broad ranging role is ideal for an experienced manager aspiring to play a leading role in the visitor economy sector and drive marketing activity across Experience Oxfordshire. We are looking for an ambitious person, aspiring to join a small team with big plans and someone who is innovative and creative with significant experience at Marketing Manager level, that will recognise opportunities which help grow the business.

The role will work across the visitor economy, partnership and stakeholder network promoting the tourism and cultural offer of the County and the product of our partners. The role will also be responsible for promoting Experience Oxfordshire run services such as marketing, partnership, walking tours and the visitor information centre.

The role will develop and execute an effective marketing strategy for the business and its component parts and be responsible for generating revenue-based activity against set income targets.

The post holder will provide marketing support across all service areas of the business which include (but are not exclusive to); partnership, events, business support, visitor information centre, walking tours, travel trade and conferencing. The role will support the CEO and Head of Commercial Services in financial record keeping.

The role's primary responsibilities are:

- Leadership and management of the Marketing team which includes two direct reports – Digital Marketing Executive and Marketing Assistant.
- To develop, with the Head of Commercial Services, key objectives for the marketing team.
- To be accountable for delivery against agreed financial and service targets.
- To develop an integrated marketing strategy across the business to include traditional and digital media.
- Evaluate performance of marketing campaigns.
- Manage and develop B2B and B2C websites and maximise impact of social media channels.
- Promote and support the development of strategic partnerships across the County.
- Ensure that there is appropriate and accurate management information available.
- Contribute to the leadership of Experience Oxfordshire.
- To take a leading role in the development and fulfilment of Experience Oxfordshire's offer to its partners. This will be achieved through regular contact with a wide range of tourism, cultural and creative organisations, public sector partners, and regional and national organisations.
- To lead on the development and fulfilment of services to partners that are part of the conferencing package.
- To lead on the development of tourism and cultural commercial services for consumer, trade and MICE markets, overseeing their development, route to market and proactive sales. Ensure income targets for sale of commercial services are met or exceeded.
- Manage the consumer exhibitions programme.
- Take a lead on working with the travel trade to promote Oxfordshire internationally.
- Work with media to ensure high exposure for Oxfordshire in media and familiarisation visit.

- Measure and monitor Experience Oxfordshire PR value through Meltwater.
- Development and implement an effective CRM system for the business.
- Produce up to date countywide and national insights, research and statistics.
- Lead on the development of the T-Stats system across the partnership network.
- To broker partnerships and work with other destinations, regional and national organisations and represent Experience Oxfordshire on outside bodies where appropriate e.g. Arts Council England, VisitEngland, VisitBritain and England's Historic Cities.
- To carry out all duties in line with Equal Opportunities policies in operation.
- To undertake any such duties commensurate with the post as may be required.

Further Details:

Responsible to: Head of Commercial Services

Direct reports: Digital Marketing Executive and Marketing Assistant

Location: Oxford Visitor Information Centre, 15 – 16 Broad Street, Oxford OX1 3AS.

Salary: £30,000 - £35,000 (DOE)

COMMUNICATION

Internally: Board Directors, Chief Executive, Finance Consultant, Head of Development & Marketing, Marketing Executive Digital, Marketing Assistant, Partnership Manager, Tour Desk Team Leader and Customer Services Managers.

Externally: existing and potential partners, the wider visitor economy sector, countywide stakeholders and national and regional agencies such VisitBritain, VisitEngland, UKinbound and Arts Council England.

Application Details:

For any further information on the role please contact Frank Smith, the Head of Commercial Services on frank.smith@experienceoxfordshire.org or 01865 952670.

To apply for the role, email your CV and covering letter, stating why you believe you are suitable for the role, to frank.smith@experienceoxfordshire.org Closing date for applications is the 1st June and interviews will take place on the 7th June in Oxford.

Person Specification:

Factors	Essential or Desirable?	Assessment via *IV/C
<p>Education/Qualifications</p> <ul style="list-style-type: none"> • Educated to at least degree level or relevant professional or management qualification. • Related professional qualification/membership of professional body (tourism, marketing, sales) or equivalent experience. 	<p>Desirable</p> <p>Desirable</p>	<p>IV/C</p> <p>IV/C</p>
<p>Experience</p> <ul style="list-style-type: none"> • Minimum of 5 years management experience with significant evidence of strong leadership skills with the ability to motivate and inspire teams through periods of significant change. • Experience of developing and implementing successful marketing strategies. • Experience of financial management and control. • Experience of driving commercial development and sales through marketing activity. • Experience of working strategically with partners and stakeholders in the visitor economy and culture sectors. • Experience in fundraising and successful grant applications. • Experience at a senior level in the cultural and/or tourism sectors and an awareness of the political and economic contexts which impact on them. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>	<p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p>
<p>Skills/Knowledge</p> <ul style="list-style-type: none"> • Knowledgeable of key industry and marketing trends. • Experienced and capable in working with the media. • Demonstratable website and social media development experience. • Strong commercial skills with a business development or sales and marketing bias. • Excellent judgement and the ability to make evidence based commercial decisions for the business. • Ability to use research and insights to promote services. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p>	<p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p>

<ul style="list-style-type: none"> Well-developed interpersonal sensitivity and skills in managing people and the ability to apply these to working effectively with external stakeholders. 	Essential	IV
<ul style="list-style-type: none"> High personal expectations and tenacity and the ability to take tasks from conception to completion. 	Essential	IV
<ul style="list-style-type: none"> Excellent communication and presentation skills. 	Essential	IV
<ul style="list-style-type: none"> Be accountable with strong financial and commercial awareness. 	Essential	IV
<ul style="list-style-type: none"> Evidence of successful budget and performance management. 	Essential	IV
<ul style="list-style-type: none"> Project management skills including multi-stakeholder projects. 	Essential	IV
<ul style="list-style-type: none"> Excellent oral and written communication skills. 	Essential	IV
<ul style="list-style-type: none"> Understanding of developing travel trade relationships. 	Desirable	IV
<ul style="list-style-type: none"> Knowledge of Destination Management Organisations and awareness of the key issues facing organisations in these sectors. 	Desirable	IV
<p>Personal Attributes</p> <ul style="list-style-type: none"> Able to develop effective working relationships with internal and external stakeholders. Commercially astute with a flair for developing services and matching them to markets. Personal organisation and prioritising skills. Attention to detail and effective financial management. Experienced team player. Works well under pressure and to deadlines. Ability to be resourceful and flexible in response to challenges. 	Essential	IV
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	Essential	IV
<p>Personal Circumstances</p> <ul style="list-style-type: none"> Flexibility and a willingness to work at evenings and/or weekends when necessary to fulfil event and project requirements. Must be able to access a vehicle for business use for which HMRC mileage rates will be paid. 	Essential	IV
	Essential	IV

*(IV = interview, C = certificate)