

## Job Description

<b>Job Title:</b> Marketing Manager	<b>Base Salary:</b> £38-42k with excellent additional benefits
<b>Location:</b> Queen Elizabeth II Centre, Broad Sanctuary, London SW1	<b>Reports to:</b> Director of Sales & Marketing
<b>Department:</b> Sales & Marketing	<b>Job Type:</b> Permanent:
<b>Contract hours:</b> Annualised hours 37 hours per week (excluding breaks)	

### Department Brief:

The Sales & Marketing Department ensures it meets the objectives of the Centre's Business Strategy by delivering the revenue required to meet financial targets through proactive account management and development of new accounts for both core and non-core business, through providing exceptional customer service and by successfully promoting the business in the marketplace - maximising the Centre's position as London's finest and events venue.

### Job Purpose:

A strategic role that will drive the marketing strategy and agenda. The Marketing Manager is the Centre's 'keeper of the brand', ensuring that QEII brand identity is positively and creatively projected across multiple market places, locally, nationally and internationally.

There is a requirement to also ensure that marketing is fully imbedded as a valuable function amongst the Centre-wide teams both externally and internally promoting all services offered by the Centre.

### Key Tasks

- To devise, implement and evaluate a relevant marketing strategy for the Centre, with appropriate actions plans and measurement criteria, based on in-depth market research and analysis and close collaboration with the Director of Sales & Marketing
- Lead and drive the marketing function at the Centre, being the marketing champion within the organisation and ensuring marketing is at the forefront of all activities
- Line management of Marketing Executive; setting clear and deliverable objectives, leading and developing team member to maximise full potential
- Developing and managing robust campaigns in line with the QEII Centre's strategic objectives with measurable KPIs and ROI deliverables across the entire breadth of the business
- Manage use and representation of the QEII brand and images to ensure clients maintain a high level perception of QEII
- Project manage the production of all Marketing Collateral including digital, publicity and promotional material, client communications, ensuring effectiveness in the target market, value for money and completion within deadlines at every stage.
- Plan and prepare promotional activities aimed at specific target markets together with the Marketing Executive. Activities to include, but not limited to, trade shows, site visits and promotional events, with the aim to provide sales lead generation for the sales team at QEII
- Manage and deliver the PR strategy working closely with the contracted PR company, and be responsible for generation of media coverage through close communication with journalists,

the production of regular news releases, identification of potential case histories, relevant awards entries and liaison with external consultants

- To be the QEII social media Champion, manage QEII social media platforms, encourage wider use of social media amongst key stakeholders, identify and plan all social media opportunities and undertake relevant activities, oversee all social media activity to ensure the social media policy is adhered to.
- Formulate and manage the marketing budget and control marketing spend in conjunction with the Director of Sales & Marketing.
- Liaise with Sales Team and Marketing Executive to ensure an accurate and current database is maintained for marketing purposes.
- Initiate, facilitate, motivate and monitor effective communication channels between all QEII staff in order to maximise marketing opportunities and ensure that Directors and staff are aware of marketing strategy and activity.
- Provide time-phased, qualified reports on achievement and activities.
- Undertake any additional ad-hoc projects as requested by the Sales and Marketing Director or wider Directorate team

***The above is not exhaustive and other duties not outlined may form part of the employees' job description.***

#### **Essential Criteria**

- A relevant marketing qualification, e.g. Marketing degree, CIM
- Good knowledge of PR, research techniques, marketing strategy, marketing tools and advertising methods/concepts, and digital marketing channels.
- Line management experience
- Experience of stakeholder management
- Good communication skills, both written and verbal
- Proactive and enthusiastic approach
- Strong organisational skills, ability to plan, organise and deliver work to meet deadlines and quality standards.
- Good numeracy skills and a knowledge of statistics
- A high standard of computer literacy
- Ability to demonstrate a creative approach to marketing across multiple platforms including digital.

#### **Desirable Criteria**

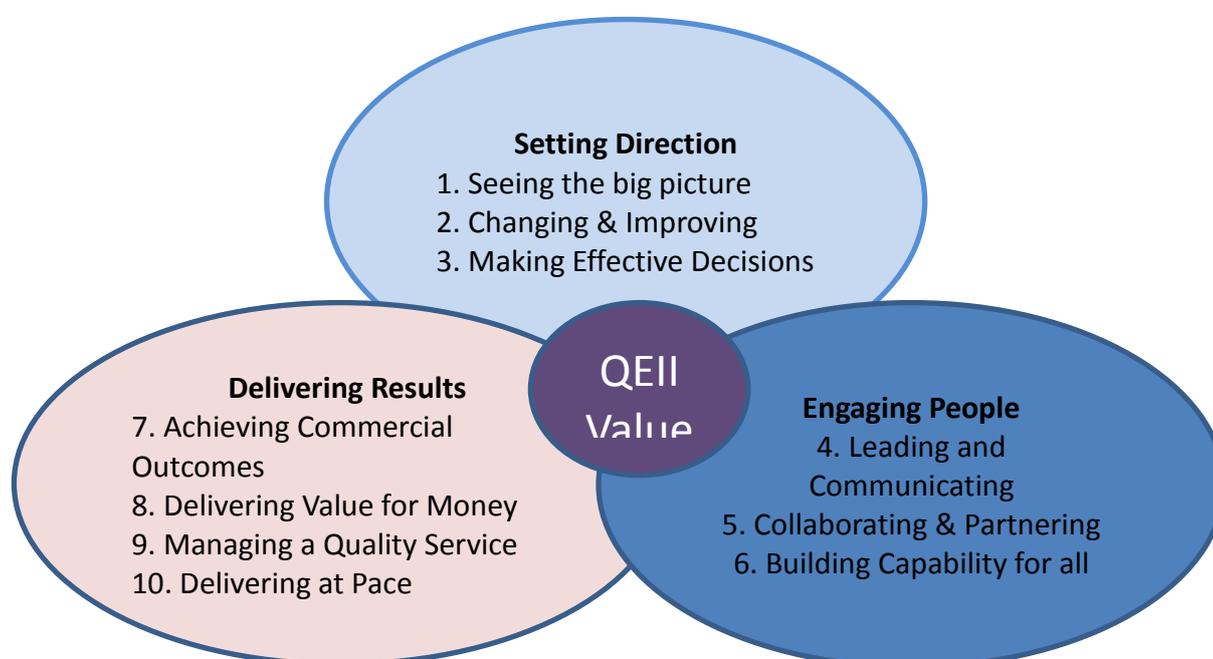
- Understanding of Meetings & Events Industry
- Project management experience
- Experience of Adobe design packages

#### **QEII Corporate Competencies**

Changing and Improving	Proactively participate and champion continuous improvement across the business, seeking ways to do things better and embracing change
Achieving Commercial Outcomes	Making decisions and focusing on achieving solutions that add customer value, increase business revenue and maximise efficiency/profit

Managing a Quality Service	Looking at everything we do through the eyes of our customers and strive to deliver the best possible experience
Collaborating and Partnering	Proactively seek and share information and support our people and partners to achieve the best outcome for our customers and business
Leading and Communicating	Leading from the front, driving positive momentum and taking accountability for action. Openly communicating and engaging with teams and all stakeholders at both a strategic and operational level. Ensuring that open, honest and constructive feedback is provided on a continuous basis to staff and Partners

In addition to the corporate competencies, each QEII Centre job description will indicate what job specific behaviours the role identifies with in relation to the Civil Service Competency Framework. This Framework outlines examples of behavioural descriptions by level for each of the 10 Competencies as set out below. Full details of the competency framework can be found within the HR Policies & Documents folder on the Centre's Corporate Drive.



### Job Specific Competencies

Collaborating and Partnering	Collaborate and partner internally with all departments and externally with consultants to ensure that all are kept informed of developments and opportunities to market the Centre are maximized.
Seeing the Big Picture	Focus on the overall goals and intent of what the Centre needs to achieve, not just the task
Delivering Results	Be financially aware; delivering the desired results within the allocated budget and regularly reporting back on progress