



JOB DESCRIPTION

NAME: Marketing Manager

ROLE: Local Manager

REPORTING TO: General Manager

ROLE SUMMARY Contribute to the ongoing strategy of growth for Norfolk Cottages to raise its profile both locally and nationally. To manage the marketing strategy to meet booking targets and achieve property portfolio growth in key hotspot areas of Norfolk area. Identify creative opportunities to meet the objectives of the marketing plan. Inspire, motivate and communicate activity to internal and external stakeholders.

KEY RESPONSIBILITIES

Brand Performance -

- Monitor ongoing performance, taking any necessary action required to meet business objectives both in terms of property recruitment, booking performance and retention
- Report and discuss with your Line Manager any major issues you feel are likely to significantly affect results
- Assist the Norfolk management team in setting strategy and targets for continual improvement
- At all times, promote Norfolk and the service it offers in a positive manner. Identifying new opportunities for business development

Management -

- Lead, drive and create a team ethos with a particular focus on commerciality, customer and owner care
- All areas of line management and development of your team to include training, development plans, appraisals, feedback, inspiration and disciplinary
- Manage activities of your team members
- Ensure excellent communication throughout the teams, cross office locations. Lead team regular meetings, initiate regular updates and communication between individuals and departments
- Identify KPIs of the team to ensure efficient, professional day to day running of the marketing team to generate results
- Review procedures regularly to maximise efficiency and best practice
- Champion TOCC, best practice and tabs2

Marketing team

- Familiarity with all factors and activity pertinent to this brand and The Original Cottage Company family of brands –under the umbrella of Norfolk
- Monitor and analyse marketing activity – identify where marketing activity can make the most gains and define the appropriate approaches in ‘established’ areas,
- Embed proposed activities in well thought through plans
- Devise, spearhead, implement and deliver plans of growth into newly identified ‘hot spot’ areas



- An ambassador for the brand. Networking, high profile promotion, possibly some “walkabout”, “drive about” and media activities in which you represent Norfolk
- Develop and maintain strong relationships within Group Services Marketing Teams utilising their services and expertise to contribute to brand marketing activity.
- Monitor & evaluate activities both internally and externally to measure efficacy and review strategy in the light of information derived
- Review, appoint and manage third party agencies and tender arrangements to provide appropriate support where necessary
- Work closely with property and operations team to achieve their desired business objectives and communicate results regularly

Sales & Targets -

- Communicate performance – creating awareness and knowledge throughout the team
- Review ongoing performance and identify and highlight any risks or opportunities
- Maintain accurate manual and computerised records
- Provide reporting where required

Finance -

- Provide information to assist your Line Manager in the creation of the Norfolk annual budget and discuss issues
- Manage costs and overheads within agreed budgets
- Adhere to the company processes and procedures in relation to invoicing, accounts and ensure your team do the same

Health and Safety

1. Take the appropriate part in the implementation of Health and Safety policies and procedures
2. Ensure all other relevant safety and trading regulations are complied with
3. Ensure all health and safety and other relevant regulatory requirements are adequately communicated to the team
4. Liaise with the HR Advisor where training needs are identified

Team

1. Show awareness of the needs of fellow team members and show them courtesy
2. Communicate effectively with others in the team
3. Work collaboratively with colleagues in order to meet the objectives of the business

IT

1. Take the appropriate part in supporting and coordinating the ICT function, including identifying needs and gaps to the General Manager
2. Assist with any ICT projects, as required

General

1. Take the necessary action to ensure the correct implementation of the General Data Protection Regulations within area of remit
2. In conjunction with the General Manager, manage/assist in any projects, as required
3. Assist colleagues in day to day tasks where service demands are high



4. Attend work with a clean and smart appearance, wearing the appropriate attire
5. Undertake any other tasks that may be reasonably requested
6. Implement the policies and procedures set out in the Employment Handbook