

BEACH RETREATS

JOB DESCRIPTION AND PROFILE

Job title:	Brand Marketing Manager (12 month contract)
Reports to:	Managing Director
Prime function:	Responsible for the brand representation and promotion of Beach Retreats. Working with external agencies to deliver PR, competitions and brand partnerships. Managing content on the website, the e-newsletter, social media channels, guest messaging and reaching out to our target demographic.

About us

Beach Retreats is a holiday letting agency with a difference. Our portfolio of properties are all within walking distance of a stunning beach, backed up by a highly personalised service which delivers a 56% repeat booking rate amongst guests along with excellent occupancy rates and revenue for owners.

But it's more than that. We are innovative, pro-active and award-winning. We embody the beach life and are the go-to experts for delighting guests with an authentic beach feeling. For our owners, we give them the freedom to know their property is cared for and achieves its potential. We transform properties into special places where memories are made and guests can make connections to the sea, the outdoors and to each other.

Our award winning marketing campaigns are central to the business, telling our story of active relaxation by the sea to the right target market and representing the portfolio through words, photography and film. This maternity cover role will manage our existing campaigns and deliver exciting new developments over the course of the contract.

Responsibilities and key skills

- An understanding of brands and brand values.
- Manage the marketing budget and reporting tools.
- Manage a small internal team and a range of external suppliers.
- Managing PR campaigns and brand partnership campaigns to increase reach and awareness.
- An understanding of website CMS platforms such as Umbraco or Wordpress.
- Familiarisation with Mailchimp or an equivalent CRM tool.
- A strong track record in managing external suppliers to deliver photography, video and written words.
- Social Media channel management.
- Support on website development, PPC and SEO.

Desirable experience

- Previous marketing management experience, ideally in tourism.
- Degree level qualified.
- Fundamental understanding of html.

Personal skills

- 'Can do' attitude.
- Excellent attention to detail and organisational skills.
- Enthusiastic and open to innovation in a dynamic environment.
- Good interpersonal skills.
- Ability to work on own initiative as well as part of a team.
- Ability to work on a variety of tasks simultaneously.
- Full driving licence.
- Good working knowledge of Microsoft Office, Word, Excel & Outlook.

This is a full-time maternity cover position for 12 months, commencing this Autumn.

Salary: dependent on experience.

We're part of the Watergate Bay Hotel Ltd group of companies with a wide-ranging benefits package, based in our new purpose built offices at the Aerohub next to Newquay Airport.

Please submit your CV with covering letter outlining why you should be considered for this position to:
hr@beachretreats.co.uk

Closing Date: 4th August 2022.