

## Job Description – Marketing Manager

### Reporting to the company Directors

Holiday at Home is a family run luxury holiday rental company, specialising in high quality accommodation in North Yorkshire. We offer a wide collection of five star self-catered holiday cottages, country houses and luxury lodges of varying sizes which have been carefully chosen because of their stunning designs and wonderful surroundings.

### Purpose of Role

To manage all aspects the day to day marketing activities of the company, lead development of a long-term marketing strategy in line with the company's objectives, and oversee all campaigns to support hitting the company's annual sales targets.

### Responsibilities

- Prepare and direct all online and offline marketing campaigns, to raise brand awareness and maintain a high quality brand image, providing engagement and conversion analysis.
- Manage the company website prioritising user experience; doing most updates in-house, ensuring maintenance by web developers, providing regular data analysis, informing strategies to increase web sessions and conversions.
- Manage Google AdWords campaigns, and use analytics to maximise investment into digital marketing including PPC and SEO.
- Managing social media including Facebook, Twitter, Instagram, Pinterest and LinkedIn. Create engaging new ways to approach new and existing customers and increase brand awareness.
- Manage online portal websites, regularly updating prices and information, measuring results and look for new opportunities as the market changes.
- Content creation and management, ensuring data compliance such as GDPR policies:
  - Monthly newsletter creation,
  - Weekly online creative content such as blogs, videos and creative photography,
  - Maintain the website with fresh material considering SEO and top keywords,
  - Manage leaflets, signage and other print marketing materials including copywriting.
  - Launch new properties online; creating content and liaising with property owners and meet launch date deadlines.
- Work alongside Directors to write and publish press releases at least quarterly, using property launches and milestones for content. Target and liaise with relevant third party publications. Track and analyse conversions.
- Attend weekly sales meetings to review required short term strategies, new packages, and ensure effective tracking of source of enquiries. Maintain effective internal communications to ensure other departments are informed about marketing objectives.

- Work alongside the sales team to ensure the business is maximising sales and upsells, also approaching appropriate external businesses to develop mutually beneficial relationships that can benefit guests while ensuring excellent customer experience.
- Alongside the sales team, research the local area in terms of things to do, places to go and upcoming events to inform guests so they can make the most of their stay.

### **Planning and Reporting**

- Creation of and oversight of the marketing plan and budget; increasing market awareness, maintaining and improving standards of presentation and creativity to make our product more attractive to existing and potential customers, targeting increased booking conversions.
- Management of all marketing related expenditure and monthly reporting and analysis to show ROI from budget, campaign successes and opportunities.
- Create property specific annual plans, collating prior year feedback and supporting forecasting for clients' managed properties in line with maximising sales of their property.

### **In addition, per the needs of the business**

- Supporting business development by improving online and offline materials used to win over new potential property owners.
- Answer the phone and taking bookings when required, assisting reception during busy periods.
- To support with any other aspects of the day to day running of the business as required.

### **KPIs**

- Engagement: Creation and execution of the annual strategic marketing plan and budget.
- Education: Widening reach across targeted online platforms leading to growth in annual website users by 35% growth per annum, to a targeted 600,000 sessions in 2019.
- Execution: Proactively increase the number of bookings made each year, with emphasis on growing the ratio of bookings made online by >8% a year, to 70% in 2019.