

Trade Marketing Manager

Role Description:

The Trade Marketing Manager (TMM) is the key marketing contact for the partnership (sales) team, with a role that covers a variety of aspects of marketing to and for travel agents. Managing the delivery of impactful and informative communications through multiple trade comms channels and teams including B2B Trade Sales (Partnership Team), B2C Contact Centre and B2C Onboard sales teams. The TMM is a marketing specialist, acting as a business partner and conduit between Cunard Marketing and the partnership (sales) team and will oversee trade comms across B2B channels. This role is the Cunard brand ambassador when working with travel agents, helping agents to understand the Cunard brand. The TMM role works with the TMSOps team in raising awareness of trade requirements across internal Cunard teams.

RUI:	1949	Grade:	CUK07 (Est.)
Directorate:	Carnival UK Cunard	Reports to:	Senior Manager, Trade Marketing & Sales Operations
Function:	Cunard Sales & Marketing	Team:	Trade Marketing & Sales Operations (TMSOps, Cunard Marketing)
Direct reports :	Job Titles & Level <ul style="list-style-type: none"> Communications and events executive, CUK10 Trade marketing and sales operations executive, CUK10 		

Accountabilities:

Customer Responsibilities (Internal & External Customers)

- Responsible for managing the delivery of all B2B marketing communication, including email / social / website, ensuring tone of voice is representative of the Cunard brand whilst being agent appropriate and engaging.
- Accountable for ensuring all support material for use in B2B and B2C trade comms is created and distributed in a timely manner and on budget.
- Work with the senior manager to develop multi-channel trade communication plans, using insightful analytics of performance and aligning with brand activity to deliver tailored comms suitable for the message being delivered.
- Maintain an external perspective and awareness of trade marketing activity other organisations are carrying out within and outside of the travel industry. Using any insight gained to inform Cunard's trade marketing activity.
- Take the lead on building relationships with CUK brands to share best practice and agent insight.
- Represent the marketing lead in key partnership team (sales) forums, ensuring the partnership team is aware of upcoming plans, activity and news from marketing. Similarly, will then also represent the voice of the sales team in marketing meetings.
- Have ownership of ensuring the sales team have a thorough and good understanding of brand guidelines and are well equipped in supporting travel agents to adhere to brand guidelines. Regularly meet and work with front line agents and head office travel agent teams to better plan and deliver marketing campaigns that are optimised for both parties, delivering both commercial and brand objectives.
- Host travel agent fam trips and ship visits as and when required.
- Oversee their team being up to date with Cunard brand and guest experience developments to filter through to the wider TMSOPs team for delivery of key messages.
- Develop and maintain effective working relationships to actively influence and collaborate across all internal Cunard teams.
- Proactively work with international colleagues to create and deliver assets than can be used globally where possible. Share best practice and learnings from and with international colleagues.
- Deputise for the senior manager as and when needed.
- Provide the sales team with support on proofing key travel agent marketing materials.

- Manage creation of collateral to support the onboard Sales team, including cruise calendars, campaign collateral and brand messages to maximise on board sales opportunities.
- Development and delivery of contact centre events which will land key marketing & sales messages to an internal audience.
- Manage content for the creation a quarterly trade facing magazine providing key sales and brand messages, this may require owning relationships with 3rd party creative agencies.
- Accountable for the end to end process of trade programme releases and campaign briefs, ensuring they are proofed and are trade appropriate, containing all content the sale team require.
- A key contact for trade press partners, working with the senior manager to develop trade press strategies, ensuring activity is within budgets and deployed appropriately to support key messages / campaigns.

HESS Responsibilities

- Lead by example by taking care of the health and safety of yourself and others, following safety rules and procedures.
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager and to the Facilities department.
- Consideration to sustainability with all merchandise & collateral being produced
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks.
- Actively encourage and promote safe working in the team(s)
- Demonstrate safety leadership in accordance with the safety behaviours.
- Ensure all areas of responsibility meet with legal and regulatory control

Administration Responsibilities

- Oversee the co-ordination with the internal design studio or external resource for the content of the Cunard sales materials across all channels. Ensure where necessary that the relevant product is featured in the best way to engage with the customer.
- Lead team to support sales with proofing of travel agent marketing materials.
- Line management responsibilities including reporting of and monitoring performance, annual leave, absences, HESS compliance.
- To ensure that all collateral is approved by the Senior Trade Marketing and Sales Operations Manager prior to print.
- Proofing of key B2B comms as deputy to senior manager
- To assist in the general administration duties.
- Ownership of ensuring appropriate collateral and brochures are distributed to internal teams and to the other Cunard offices.
- Responsibility to accurately forecast and track the trade marketing budget.
- Work with the partnership (sales team) to understand merchandise requirements for trade shows, and oversee comms and events exec requirements to ensure they are budgeted and accounted for.
- Management of the brochure process for travel agents, including forecasting usage quantities, liaising with a 3rd party to arrange storage and delivery of brochures to travel agents and creating regular financial reports for brochures.

Technical (including systems) and/or Professional Responsibilities

- Implement effective multi-channel communications strategies.
- To develop Cunard's brand positioning within the trade cruise market, overcoming misconceptions and engaging a non-Cunarder audience through travel agents.
- Competent in the use of excel, word, PowerPoint, Lotus Notes and project management
- Confident in the use of email creation systems, content management systems for website and social media platforms

Scope:

Problem Solving:

- Ensure that the Marketing team and others are kept well informed of current projects and priorities.
- Support Senior Trade Marketing & Sales Operations Manager with attendance at regular meetings / presentations when required.
- Strategic awareness and dual consideration to how we are communicating brand messages, commercial priorities and key agents process updates to the partnership team and trade partners.

Impact:

- Proactive innovative thinking and approach to how we share promotional and campaign messages with trade that enable them to best land messages with their customer base. Supporting the partnership (sales) team with assets for their agents to land key Cunard messages.
- Deliver clear communication of key messages, including pulse promotions and campaigns across all material including internal pieces (for contact centre / onboard sales team use) and all external facing communication pieces for travel agents and travel agents customers.
- Support senior manager in collating and delivering key updates to the wider Cunard marketing team.

Leadership:

- Lead on selected marketing projects as directed in line with strategic or tactical brand requirements.
- Create and present analytical reporting on communications performance, working with direct reports to gather information to create a full overview.
- Play a role in helping to continually build the Cunard Marketing team as a high performing team with embedded positive team behaviours that make it a great place to work that others strive to join.
- Confidence and ability to support direct reports with delivery of comms through multiple channels including trade press, emails, trade website and social media
- Create a welcoming and positive team environment, demonstrating and embedding CUK culture essentials, being supportive and inclusive.

Demonstrable Behaviours:

- Be driven by the delivery of a proactive marketing team, taking ownership of issues and solving them.
- Ability to explain things clearly. Comfortable with having conversations with stakeholders of various levels of seniority.
- Be excellent at planning and prioritising and have excellent organisation and time-management skills
- Enjoy working in a team, both immediate and cross-functional, and is a strong, proactive and reliable team member.
- Role model CUK culture essentials in their leadership style
- Have approachable style and a 'can do' attitude with a highly evolved 'customer service' approach.

Skills/competencies required:

Qualifications – essential:

- A relevant degree or similar level qualification or equivalent experience.
- Good standard of education qualifications including English
- An understanding of marketing communications practices and techniques

Experience – essential:

Qualifications – desirable:

- Ability to use and familiarity with email marketing, social media and website content management systems
- Specialist marketing qualification
- Ability to adapt PDF's
- Good project management skills

Experience – desirable:

- Copywriting

Job Description

<ul style="list-style-type: none">• Marketing communication experience across managing various channels including advertising• Relationship management skills• Relevant legislative understanding• Proven experience presenting to a variety of key stakeholders• Exemplary interpersonal and leadership skills with particularly strong experience in communicating and influencing throughout all levels of a business• Proven commercial acumen• Stakeholder management• Keen ability to multi task with strong organisational skills• Knowledge of IT packages including Excel, Word, Power Point• Ability to analyse data and draw conclusions, making and presenting recommendations as appropriate.• Exceptional written and verbal communication.• Excellent time management, prioritisation and organisation.			<ul style="list-style-type: none">• Working in a B2B role• Experience in a trade marketing manager role• Experience of managing teams in the leisure / hospitality / tourism industry• Experience of the travel agent sector• Production of market leading brochures and collateral• Knowledge and/or experience of the cruise market and its operation• Working in a highly commercial environment• Experience of working with and managing 3rd party agency relationships• Proven experience of managing a team
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