

Senior Manager - Acquisition

Role Description (purpose):

To lead the strategic direction of our through the line acquisition strategy. Oversee the creation of compelling (multi-channel) creative to increase brand engagement, consideration, familiarity and conversion. Take overall accountability for the co-ordination of media planning, acquisition delivery and continuously review the performance of media across all channels.

Ensuring that the Marketing Communications Director and where necessary, VP, Brand Director and Brand President are engaged in the strategy approval process and that the work produced is brand enhancing, compliant and in line with the commercial requirements of the business.

RUI: (if updating existing JD)		Grade:	CUK6	DBS check required Y/N:	No
Directorate: (Operating Company where Applicable)	P&O Cruises	Reports to:	Alex Delamere-White		
Function:	P&O Cruises Sales & Marketing	Team:	Guest Attraction		
Direct reports :	Social Media Manager (CUK07) Search Marketing Manager (CUK08) Senior Marketing Executive, Display & VOD (CUK09)				

Accountabilities

Main Activities and Responsibilities

- Accountable for TTL acquisition planning, including all advertising and digital marketing channels.
- Oversee the development of a rolling annual acquisition strategy, in line with 3 year plan and leveraging guest insight data.
- To lead the strategy for newcomer acquisition and lead generation, identifying new channels for reaching our guests through a robust test and learn plan
- ATL strategy planning, optimising to achieve the most effective media plan to deliver on guest targets
- Working closely with Insights to inform media strategy – including Ebiquty audits and econometrics
- To lead the commercial review of media channels, using commercial effectiveness and other insight to make recommendations for future media investment and optimization.
- Reporting against core media and commercial KPIs, including post campaign analysis
- To provide cross-functional leadership with regard to P&O Cruises adoption of Adobe’s Customer Intelligence suite (Adobe Analytics, Audience Manager and Adobe Target) and Adobe Advertising Cloud (Search, DSP & DSO).
- Drive the integration of Adobe Audience Manager with the transition into personalisation across the customer journey.
- Integration of Adobe Analytics, including the adoption of the global solution design requirement and global KPIs with ABG.
- Onboard and operationalise Adobe Advertising Cloud, including the promotion of the tools across ABG and sister brands.
- To drive a culture of digital creative excellence and continual improvement, ensuring communications reflect the brand positioning for the defined target market and meet strategic and tactical objectives and budgetary constraints.
- Establish highly effective and collaborative ways of working with all areas of the business, in particular Brand and Sales and Marketing, but also the Contact Centre and PR

- Facilitate a positive, transparent and professional relationship with the appointed agencies, including day to day handling of the business, status meetings, performance reviews, insights reporting and copy and creative approval, whilst always ensuring we remain compliant with legal requirements.
- Oversee the strategic development of the social media plan and associated direct response strategy.
- Oversee social media emergency response operation as out of hours coverage
- Oversee all asset creation

Budget Management / Financial Responsibilities / Revenue / Sales / Cost Management / Cost Control

- To budget and efficiently manage the costs related to the Digital Acquisition and Advertising media budgets (c £20M)
- Responsible for overseeing budget processes including forecasting and monitoring accruals for month end process. All in line with set financial controls.

Customer Responsibilities (Internal & External Customers)

- To foster a close working relationship with allocated account managers and stakeholders in order to deliver truly balanced TTL acquisition plans and to deliver highly effective digital communications

People Management / Coaching / Development / Resourcing

- Manage team of two directly and at two indirectly with varied roles and responsibilities, ensuring they are fully engaged, have PDP and action plans and are doing what they do best at work every day.
- Develop the agencies knowledge and understanding of the P&O Cruises brand,
- product, market positioning and commercial objectives
- Ensure digital creative is well planned, managed and that the agency resource is well utilised and exploited.

Technical (including systems) and/or Professional Responsibilities

- Ensure that the legal team are consulted on communications and content activity to ensure we are fully compliant with ASA, Clearcast, Data Protection and other legal guidelines.

Administration Responsibilities

- To ensure written briefs for creative work are of the highest quality
- To be responsible for ensuring internal departments are kept up-to-date on activity through effective and efficient internal communications
- Performance management of Search Manager and Social Media Executive
- Ensure agencies adhere to agreed audit procedures
- Develop briefs based on insight to ensure agencies have clear direction of what is to be produced and what the outcome from it is (KPI's)
- To work closely with the Senior Manager, Creative and Content, to source approval of all creative
- To work closely with the Senior Marketing Communications Manager to ensure advertising is efficiently and effectively planned
- Coordinate status and agency reviews, driving follow up actions / requirements, keeping notes, correspondence and performance reporting.

Other Responsibilities

- Offer support to the VP and Marketing Communications Director and assist with the creation and development of acquisition strategy and business cases

Health, Environment, Safety, Security (HESS) Responsibilities

- Lead by example by taking care of the health and safety of yourself and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager and to the Facilities department.
- Follow safety rules and procedures
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks.

General Responsibilities

- Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).
- To undertake ad hoc duties as required.

Work based competencies:

Essential:

- Excellent stakeholder management skills
- Excellent ability to plan and prioritise
- Excellent communicator, good written ability
- Verbal reasoner
- Excellent numerical ability
- Good interpersonal skills
- Project management skills
- Spreadsheet and presentation skills

Behavioural Competencies

Essential:

- Focused motivated and determined to succeed
- Commercially aware, able to contextualise business performance with agency performance
- Enjoys the creative process
- Able to communicate complex messages
- Able to foster a team culture but work independently

Desirable:

- Interest in behavioural sciences and how creative works

Demonstrable Behaviors (what needs to be demonstrated in 'how' to be successful in the role) :**Essential:**

- Responds well to pressure, and remains calm
- Prepared to challenge in a constructive manner
- Responds well to pressure, is resilient and remains calm
- Consistent ability to be flexible and versatile
- Ability to work autonomously
- Keeps abreast of commercial priorities and be able to prioritise workload accordingly
- Confident in expressing views in order to influence colleagues, clients and senior management
- Prepared to challenge in a constructive manner
- Positive attitude to change
- Solutions driven approach
- Open to feedback and guidance
- Superb prioritisation
- Committed to delivering on time, no matter what it takes
- Will drive new ideas
- Is involved, interested and approachable
- Team player
- Accepts and welcomes responsibility
- Diplomatic
- Accurate

Knowledge, Experience and Qualifications required:**Qualifications – essential:**

- Degree educated (or experience equivalent)

Knowledge/ Experience – essential:

- A clear understanding of marketing communication practices and techniques
- Project Management/co-ordination experience

Qualifications – desirable:

- CIM Diploma or degree in Marketing

Knowledge/ Experience – desirable:

- Experience of working with a FMCG brand
- Experience of working in the Hotel/hospitality/leisure industry

- Experience of team/line management
- Experience of working at senior management level
- Excellent influencing skills, including at senior exec level
- Extensive experience working on a large B2C piece of business, from client side, including the briefing, approval and production process.
- Experience of budget management
- Experience of planning and delivering communications TTL
- Experience of advertising and digital creative production
- Experience of ATL and digital media
- Experience of media buying and media selection
- Experience of project management and working to tight deadlines
- Ability to work effectively across more than one department
- Exemplary interpersonal and presentation skills

--

--

--

Issue Date:		Issued by (name):	
REWARD ONLY	Grade:	RUI:	Date Approved:
			Initials: