

[Marketing Manager]

Role Description (purpose):

To lead the “take to market” element of campaign and product launch initiatives, supporting creative development and over-arching messaging, to ensuring all channels are clear and aligned on our communication strategy. Through understanding requirements of the business, other functional areas, channel stakeholders, external agencies and the creative team; ensure effective delivery of communications to meet the needs of the business and brand. You will also be responsible for defining new ways of working with all areas of the business to establish a more efficient and effective take to market process.

RUI: (if updating existing JD)		Grade:		DBS check required Y/N:	No
Directorate: (Operating Company where Applicable)	P&O Cruises	Reports to:	Sophie Collins		
Function:	Sales and Marketing Operations	Team:	Marketing Communications - Take to Market		
Direct reports :	Job Titles & Level None				

Accountabilities

Main Activities and Responsibilities

- Support the delivery of the take to market business plan
- Lead the take to market activities associated with new campaigns, commercial projects or product launches, in line with commercial trading or strategic requirements
- Manage stakeholder engagement effectively to ensure all channels are clear and aligned on requirements, timings, briefs, creative and processes
- Ensure cross functional alignment across all commercial teams on wider communication aspects such as Pricing, Terms and Conditions, process
- Lead the communication requirements for new products and promotions (creative positioning, messaging, terms and conditions) in line with ASA guidelines
- Create more collaborative ways of working and embed to support all commercial forums
- To work collaboratively with Revenue Management and Commercial Planning on new promotional offers and pricing approach for take to market initiatives
- Manage stakeholder engagement effectively to ensure all communications are included in all channels
- Work closely with the Senior Manager, Creative and Content to ensure copy and creative, always remain advertising compliant with legal requirements.
- Effectively brief creative teams both agency and studio
- To lead in the development and improvement of campaign and product launch planning and implementation process
- Feedback on content and design to ensure it remains on brief, on brand and compliant
- Ensure projects runs to schedule, channels are effectively managing their own comms production and stakeholders are updated on progress
- Organise and chair project feedback meetings as and when required
- Identify opportunities for new projects and lead on all aspects of the communication strategy
- Negotiate deadlines to aid efficient planning of department workload
- Deputise for Senior Marketing Communications Manager as required

Product Launch -

- To lead the strategy for new product launch, ensuring campaign communications, brochures and digital journeys are seamless.
- Manage the evolution / revolution of the brochure including pagination, development of content, digital and on board strategy, distribution and proofing.
- To lead on the planning of all product launch campaigns, ensuring full cross-departmental collaboration
- To ensure creative and content supplied to channels takes into consideration their individual requirements, as well as the requirements of the business
- To make recommendations on how new product take to market can be improved in terms of efficiency, guest journey and suitability for our new audiences
- Procure brochure print quotations for supply to internal clients and work within required timescales
- Ensure printer has accurate print and delivery details prior to press
- To understand brochure production process in order to identify an efficient production process, cost saving opportunities and to deliver creative, highly effective projects

Campaign –

- To lead on the planning and implementation of all commercial campaigns, ensuring full cross-departmental collaboration
- To ensure creative and content supplied to channels takes into consideration their individual requirements, as well as the requirements of the business
- To adapt and react to trading conditions, as dictated through Commercial Performance forums.

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

- To efficiently manage costs related to the Studio Brochure production and fulfilment budget (c.£500k directly)
- To efficiently manage costs related to the Advertising Production budget (c.£1m indirectly)
- When necessary this includes raising POs and coding invoices

Customer Responsibilities (Internal & External Customers)

- Work collaboratively with other areas of the business such as Sales, Contact Centre, Marketing, Commercial Planning, Revenue Management, OBR and Guest Experience to lead and ensure alignment on go to market initiatives
- Meet regularly with stakeholders to identify and plan for upcoming projects
- Keep stakeholders fully updated on progress of projects
- Understand the P&O Cruises customer strategy so as to optimise messaging and presentation of P&O Cruises marketing collateral
- Where necessary, to prepare written briefs for creative work
- To be responsible for ensuring internal departments are kept up-to-date on activity through effective and efficient internal communications
- Work closely with the Senior Manager, Creative and Content to ensure full copy and creative approval, whilst always ensuring we remain advertising compliant with legal requirements.
- To ensure creative and content supplied to channels takes into consideration their individual requirements
- Where appropriate, to liaise with PR to ensure external messaging adheres to corporate policy

Other Responsibilities

- Deputise for Senior Marketing Communications Manager where required
- Planning and management of the P&O Cruises TV shoot production and delivery

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/supervisor/team leader
- 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
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve risk assessments
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our safety leadership behaviours

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.

Scope:

Problem solving:

- Feeding back on creative / content to agency / studio
- Resolving stakeholder feedback
- Effective management of timescales to deadlines
- Ensuring alignment of channel requirements
- Ensuring communications delivery dates are well planned in and scheduled

Work based competencies:

- Excellent communicator, good written ability
- Superior influencing skills
- Verbal reasoner
- Numerical ability
- Good interpersonal skills
- Office skills

Impact (what impact will the role holder have on the team/ department/ function/ stakeholders):

Key Interfaces:

- Creative Studio and external creative and content agencies
- Sales and Marketing
- Guest Experience (Fleet and shoreside)
- Customer Insight
- Revenue Management
- Brand (Product and F&B)
- Commercial Planning
- PR
- Onboard Revenue
- Customer Contact Centre
- Creative Studio and external creative and content agencies
- Sales and Marketing
- Revenue Management
- Brand (Product and F&B)
- Commercial Planning
- PR

Leadership (what level of management is required, ie multiple teams, or small teams) :

- Effective stakeholder engagement across multiple internal and external areas of a business
- Cross functional working, experience at negotiation and influencing at all levels

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:

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

Knowledge/ Experience – essential:

- Passion for creating compelling communications to bring brands to life
- Demonstrable experience of delivering integrated communications initiatives
- High level understanding of all Sales and Marketing channel requirements
- Solid experience in leading cross functional projects, demonstrating effective collaboration
- Excellent negotiation and influencing skills
- Experience of project management and working to tight deadlines
- Ability to work effectively across more than one department
- Must have experience of multitasking
- Exemplary interpersonal and presentation skills
- Experience of budget control

Qualifications – desirable:

- Degree educated (or equivalent)
- 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 brochure/magazine production
- Experience of advertising creative production and planning

Issue Date:		Issued by (name):	
REWARD ONLY	Grade: CUK07	RUI: 2037	Date Approved: 09/02/2021
			Initials: AW