

Marketing Executive – 7 months FTC

Role Description (purpose):

Responsible for supporting the “take to market” element of launch and campaigns, Brand product launch and proposition initiatives, Guest Experience and commercial projects. Supporting the Marketing Managers with creative development and over-arching messaging, to ensure 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.

Key Interfaces:

- P&O Cruises Sales and Marketing (Sales and Marketing Operations, Guest Attraction, Guest Acquisition and Retention, E-commerce and Sales) Brand and Product, PR, On-board revenue, Commercial Planning, Contact Centre, Guest Experience Key stakeholders across the wider the business
- External Media and Creative agencies

RUI: (if updating existing JD)	2065	Grade: 10	DBS check required	Not Applicable	
Directorate: (Operating Company where Applicable)	P&O Cruises	Reports to:	Marketing Manager – TBC		
Function:	Marketing Communications	Team:	Marketing Communications – Take to market		
Direct reports :	Job Titles & Level <ul style="list-style-type: none">• None				

Accountabilities

Main Activities and Responsibilities

- Support the channels in the creative development to drive bookings
- Support the Marketing Managers to deliver priority projects, campaigns, and the brochure
- Support the development of the strategy, production and delivery of allocated projects
- Work with business to understand requirements, clarity of brief and alignment to strategic objectives prior to proceeding
- Brief creative teams both agency and studio
- Create and negotiate launch and campaign schedules to ensure effective delivery and interested parties are updated on progress
- Feedback on content and design to ensure it remains on brief and on brand
- Organise and chair feedback meetings as and when required
- Support the update / creation of new ATL acquisition material (TV, Radio, press,) to support launch and campaign activity
- Support the Marketing Managers with the evolution / revolution of the brochure including pagination, development of content and proofing. All managed within specific budget parameters
- Feedback to Marketing Manager on projects in order to identify areas for improvements in efficiency
- Manage post implementation reviews and feed into stakeholders (including designers and copywriters) for future launch and campaign learnings
- Identify opportunities for new projects

Budget & Cost Management

- Support the management of the brochure budget to ensure we maximise our spend
- To manage costs on each project, liaising with the appropriate Marketing Manager

Customer Responsibilities (Internal & External Customers)

- Coordinate regularly with suppliers and stakeholders to identify and plan for upcoming projects
- Keep stakeholders fully updated on progress of projects
- Understand the P&O Cruises customer orientation and motivation so as to optimise messaging and presentation of P&O Cruises marketing collateral
- Feedback on service performance and ROI

Administration Responsibilities

- Attend Marketing Department Planning meetings
- To ensure all records are accurately maintained and communicated
- Review feedback to identify successful and less successful elements of a campaign to further develop the creation of effective communications and improve processes

Other Responsibilities

- Deputise for Marketing Managers where required

Health, Environment, Safety, Security (HESS) Responsibilities

- Lead by example by taking care of the health, safety and well-being of yourself and others
 - Report all accidents, 'near miss' incidents and work related ill health conditions to your manager, 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).
- Undertake ad hoc duties as required.

Other Features of Job (travel, hours of work, working conditions etc):

- Possible requirement to work outside normal working hours as and when required.
- Occasional travel to suppliers, agencies and research group sites.

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

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

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

- Vital in supporting the “take to market” team within P&O Cruises to support the strategy, production and delivery of allocated projects
- Point of contact for the business in regards to all take to market functions not exclusive to launch, campaigns and brochure
- Representation of the take to market team in various internal and external stakeholder meetings

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

- Highly collaborative. Requirement to influence peers and senior management.

Demonstrable Behaviors (what needs to be demonstrated in ‘how’ to be successful in the role) :

- 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
- 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:

Knowledge/ Experience – essential:

- Project management exposure
- Must have experience of multitasking Exceptional interpersonal and presentation skills
- Proven experience with cross-department engagements
- Strong PC literacy skills – , spreadsheets and presentations

Knowledge/ Experience – desirable:

- Experience of working within the Hotel/Hospitality/Leisure environment
- Experience of direct marketing production
- A clear understanding of marketing communications practices and techniques

<ul style="list-style-type: none">Numerical data interpretation and analysis skills				
Issue Date:	01/06/21	Issued by (name):	Sophie Collins	
REWARD ONLY	Grade: 10	RUI: 2065	Date Approved: 07/06/21	Initials: RS