

Role title	Marketing Campaign Manager
Reports to	Head of Marketing
Department	Marketing
Line Management	Snr Campaign Co-ordinator
Working Hours	Flexible
Location	Hybrid – Home and Whitwell

Purpose

Inntravel is an ambitious brand with a big plan and a bright future, the marketing team will be a core driver of this success. The purpose of this role is to develop and lead our marketing campaigns to ensure they our targets for passengers and revenue.

Areas of responsibility

1. Work with the Head of Marketing to define our marketing plan
2. Lead delivery of our integrated marketing campaigns
3. Own the end-to-end planning and structure of all campaigns and ensure we have a robust tools that makes our plans visible
4. Ensure that we have robust campaign reporting that is used to optimise our activity and share the results and actions with the team and wider business so that they can be actioned
5. Be a brilliant leader and line manager, supporting your team and colleagues to prioritise learning and to grow
6. Deputise for the Head of Marketing when required
7. Build strategic relationships and partnerships with brands, tourist boards and suppliers that will help us to extend our reach and produce brilliant campaign content
8. Work with internal and external stakeholders to evaluate our activity and ensure that we make marginal gains on every activity
9. Build a firm base of customer insight to inform our campaigns and wider business strategy

Behaviours we love

- Be meticulously organised – keeping the plates of every campaign spinning so they all land on time and budget
- Be a brand ambassador – building the profile of the marketing team and a brand that is understood and loved by customers
- Bring a growth mindset – look for tangible ways to raise the profile of the brand and build beneficial networks for Inntravel within Hotelplan and external companies
- Set the pace – create positive energy, find ways through blockers and take everyone along with you
- Be accountable – create campaigns that deliver results, on time and within budget and share the results
- Make good decisions – based on data, insight and a rich and relevant understanding of the market
- Be real – bring your whole self to work

What you need to bring to the role

- Marketing degree or equivalent 5+ years related experience, ideally in an agency or travel marketing
- Experience managing successful end to end marketing campaigns
- High level of commercial awareness, KPI driven reporting and target-driven
- Strong creative bias and ability to appraise campaign assets to ensure they are on-brand
- Strong verbal and written communication skills
- Up to date with current digital and social media ways of working
- Working knowledge of web analytics and PPC

- Ability to work calmly and effectively under pressure
- An excellent networker, proactive in connecting and working with internal stakeholders and external agencies
- Meticulously organised and a skilled planner

Measuring success

- All campaigns delivered on time, and budget
- Achieve budgeted PAX and Revenue
- Positive feedback from the team about the value you bring

Benefits of working for us

- 50% holiday discount scheme on holidays offered by any company in the Hotelplan UK group
- 25 days holiday a year (pro-rata) – rising by 1 day per year to 30 days after 5 years.
- Opportunity to ‘buy’ additional leave if you need more holiday
- Annual bonus eligibility based on company performance
- Hybrid working
- Healthcare cashback scheme that allows you to reclaim money on a number of healthcare costs
- Pension scheme
- Life insurance
- 2 volunteer days a year
- Sociable and friendly office environment including our own allotment and lunchtime exercise classes

Our Values

Inntravel – inspiring individual discovery

Expertise through knowledge and experience

Respect for the places and people we work with

Embracing ***individuality*** and ***creativity***

Trust through openness and integrity

Shared ***enthusiasm*** and ***pride*** in all we do.

The fine print

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.