

Head of Marketing

Are you an experienced marketing professional? Telford International Centre, Visit England's Business Events Venue of the Year 2024, is seeking a brilliant all-rounder – a creative marketer able to brand and promote product and services to achieve successful commercial outcomes.

This is a full time and permanent role, working 40 hours per week over 5 days, generally Monday to Friday. We are a customer facing industry therefore this is primarily an on-site based role, with occasional working from home based on business need. UK wide travel/overnight stays are necessary in this role.

Responsibilities include:

- Interpret the venue goals to direct, drive and deliver an effective and measurable marketing, communications and PR plan.
- Lead upon establishing and implementing venue brand guidelines across all internal and external channels.
- Work alongside operational colleagues to understand and deliver marketing/client needs, identifying and developing materials and promotion where required.
- Manage external PR and communications agencies.
- Demonstrate Return on Investment outcomes for marketing campaigns.

Skills/Experience Required:

- Higher education qualification, or equivalent, in marketing or related subject.
- Demonstrable experience in developing and executing outstanding marketing plans.
- Experience directing/working alongside external agencies.
- Working knowledge of the UK business event/hospitality industry.
- Able to build professional relationships and productive communications with internal and external contacts.
- Able to efficiently manage own workload and seek support if required.
- Creative and illustrative mindset.
- Budget and project management experience.
- Knowledge of GDPR/data compliance.
- Strong attention to detail.

Benefits:

- Competitive rate of pay – discussed on application
 - Free leisure club membership*
 - Generous reduced rates at thousands of hotels worldwide*
 - Access to exclusive discounts with various retailers, travel companies, theme parks, cinemas and more.
 - Free on-site parking
 - Free & confidential 24/7 employee support helpline to help you deal with whatever life throws at you
- (*Subject to a qualifying period)

Apply: Please send your cv to: lowri.broadhead@southwatereventgroup.com

Delivering excellent customer service is essential in the Hospitality & Events Industry. Our clients expect the highest levels of standards, and that is what we deliver. With no two days ever the same, we are looking for motivated people who enjoy a challenge and are passionate about being the best in their field. Southwater Event Group comprises of 3 hotels (Holiday Inn Telford-Ironbridge, International Hotel Telford, Ramada Telford-Ironbridge), Telford International Centre and StagecraftUK events production.

If you are not contacted within 3 weeks of submitting your application, you may assume you have not been selected for interview. Due to the volume of applications we receive, a letter of regret will not be sent to you. We reserve the right to close this vacancy early should a suitable candidate be found.

For information on how applicant data is stored and processed, please see our Job Applicant Privacy notice which can be found on the careers page of our website:

<http://www.southwatereventgroup.com/current-vacancies/>