

# Head of Brand Marketing Job Description

<b>Job Title:</b>	Head of Brand Marketing
<b>Department:</b>	Sales and Marketing
<b>Location:</b>	Brighton
<b>Travel Factors:</b>	Occasional travel to agencies in London and to resort
<b>Reports to:</b>	Sales and Marketing Director
<b>Direct Reports:</b>	2x Content Managers, Brand Manager
<b>Interfaces with:</b>	Board members, Head of Sales, Brand Manager, Commercial Team, Digital Marketing Manager, E-Commerce Manager, Content Managers, Development team, Operations team, Marketing and PR agencies

## Job Role Summary

The newly created role of Head of Brand Marketing reports directly to the Sales and Marketing Director and owns all brand marketing activity, customer insight, content strategy and in-house design. This senior position will be responsible for growing awareness of the brand and making the unique features and benefits of Neilson holidays increasingly famous.

## Key Responsibilities and Tasks

Working with the Sales and Marketing Director to define and deliver the brand marketing strategy, including advertising, content, brochure production, PR, brand design, experiential and partnership marketing.

Responsibility for amplifying the brand – making Neilson more famous as we look to grow the business.

Ownership of the Neilson brand image and guardian of the brand identity. Developing the tools to deliver brand consistency at home and overseas.

Developing a clear content strategy for the brand. Working closely with the E-Commerce Manager and Digital Marketing Manager to deliver engaging, unique content for Neilson across all media that leaves the competition in the shade.

Create the annual brand marketing budget and run the activity programme to budget.

Manage and develop a team of three direct reports and their reports.

Be the customer champion in the sales and marketing team, provide perceptive customer insight to power strategic development using the customer database, competitor research and wider lifestyle trends.

Be a contributing member of the Neilson senior management team, deputise for the Sales and Marketing Director where appropriate.

Lead the relationship with the brand marketing agency, delivering the annual programme, setting clear KPIs, monitoring and delivering the expected results.

# Head of Brand Marketing Personal Specification

## **LEADERSHIP, MANAGEMENT, PERSONAL SKILLS OR QUALITIES**

### Essential

Strong people manager

Creatively astute

Natural communicator able to present at all levels

Customer focused marketer able to add powerful insight and strategic planning skills to the team

Highly organised and comfortable working to strict deadlines

Content focused, can demonstrate the development and ongoing management of an engaging content strategy

## **TECHINICAL SKILLS OR KNOWLEDGE**

### Essential

Competent with MS Office

Strong written English and presentation skills

## **EXPERIENCE AND TRACK RECORD**

### Essential

Previous experience in consumer marketing roles

Previous experience in management roles

Previous responsibility for creating marketing plans and budgets

Established close working relationships with agencies and history of creating successful consumer campaigns

## **QUALIFICATIONS, TRAINING, PROFESSIONAL MEMBERSHIPS OR ACCREDITATIONS**

### Desirable

Graduate

CIM or other marketing qualification