



# CARNIVAL UK

## Job Description

Job Title :	Trade Marketing Manager
Department :	P&O Marketing
Reporting to (Job Title) :	Head of Marketing Communications
No of Direct Reports :	2
Titles of Direct Reports:	Account executive
Size of Team:	14
Department :	P&O Marketing
Budget Responsibility (direct) :	£150k
Revenue Responsibility (direct) :	Indirectly, all agent revenues
Date of issue:	December 2014
Issued by (name):	Eithne Anderson

### Overall Purpose of Role:

Responsible for managing marketing activity from brief to customer. Through understanding requirements of the business, agreeing approach with senior stakeholders, briefing to agencies or studio and ensuring effective delivery of communications to meet the needs of the business and brand.

Responsible for supporting all sales channels (travel agent, contact centre, new business and onboard sales) with all communication to support P&O's distinct and consistent brand positioning through all trade related activities and promotional campaigns by being the dedicated (sales channels) marketing resource, servicing all sales channels with marketing support.

Responsible for coordinating and delivering the key marketing support material that the sales channels require in order to effectively promote P&O Cruises. To ensure all support material is created and distributed in a timely manner.

Working across sales channels within the marketing and digital team.

### Key Interfaces:

Within P&O Marketing: Head of Marketing Communications, Marketing Services, Advertising & Promotions.

Within Sales – All Sales Channels: Across all sales channels and working very closely with the Sales Activity Coordinator (travel agent sales team).

## Main Activities and Responsibilities

### Strategic Leadership

#### *Brand Alignment:*

- To ensure that all communications with the trade are supportive of P&O's distinct positioning.
- Trade campaigns reflect brand positioning and P&O is clearly differentiated.
- The sales team have a thorough understanding of brand guidelines and are well equipped in supporting agents in their use.

#### *Promotions Planning:*

- Clear communication of pulse promotions and campaigns across all material including internal communication and all external facing communication pieces for travel agents and travel agent customers.
- Support the concept that agent incentives, promotions, competitions reinforce brand positioning as well as supporting commercial objectives and are engaging to the travel agent audience.
- Trade Collateral – Monthly/Bi-Monthly Campaigns and product launches – collate quantities, arrange print and distribute the leaflets for travel agents/3<sup>rd</sup> parties to rack and send as direct mail. To manage 6-10 over-branded versions and a generic version. Future this will be single brand (rather than dual brand).

Managing the whole dual brand process from liaising with the internal purchasing team for negotiation on print/print services quotes and ordering of paper to managing collateral over-brands, working with regarding quantities, and delivery schedules to mailing houses. Must be achieved to the tight deadlines set.

- Supporting core campaigns with collateral that is consistent with brand but still has high stand-out – delivering sales materials on time for each campaign including posters, advertising trade papers, email template and web assets.
- Trade Giveaways and Supporting Sales Materials – for travel agents via Regional Sales Manager visits, Point of Sale Ordering System on CCS.com and selected trade facing events. Pens, mugs, bunting, balloons, post-it notes etc with brand logo
- To represent the P&O Cruises Marketing strategy at the weekly meeting with the Sales to discuss on-going projects, and to update the Head of Marketing Communications of any new initiatives.
- Two Sets of Customers –
  - Travel Agent (travel agent own activity that is customer facing) – all support material for agents to use in their own consumer facing sales and marketing activity as required and in support of each campaign,



launch, pulse.

- Trade Facing / Travel Agent Facing – trade facing for travel agent competitions and promotions, travel agent training pieces, how to guides, campaign briefs, weekly travel agent communications regarding our commercial priorities – include tactical deals, strategic campaigns, pulses and programme launches and support with communication material that helps promote and train sales channels about new product, new ships, PR focus stories.
- Brochure Distribution – Managing brochure supply alongside the sales team requirements. To encompass forecasting what we should order, re-ordering, grading and dispatch.

#### *Brand Profile:*

- The trade is supported with appropriate merchandise and branded gifts.
- Communicate Training programmes that are developed to improve agent understanding of P&O Cruises and facilitate the trade to increase P&O sales.
- To support the Academy the trade's online travel agent training programme – engage with the Marketing teams to support the full content review of the Academy modules, to update where necessary and to support the new versions that whilst having a more "sales" orientated focus, will still need to represent the Cunard brand effectively. To ensure that there is clear differentiation between the P&O Cruises Academy modules and the Cunard Academy modules.
- To support the Academy the trade's online travel agent training programme - Marketing teams to support the Academy newsletter. To provide copy and stories for each newsletter.
- To support sales communications with the design and creative of the "Weekly Sales Pack" email communication that goes to the full travel agent database every week with the latest offers. Creative and e-template.
- To support sales communications with supplying assets that support monthly campaigns, launches and Wave campaigns – campaign briefs and programme release documents.

#### *Brand Developments:*

- The sales team and the agent community are kept up to date with developments in the P&O product and on board experience.

### **Budget Management / Financial Responsibilities / Revenue / Sales / Cost Management**

Accountable for supporting the following budgets:

- The budget allocation for branded merchandise and trade giveaways.
- Budget allocated towards the monthly agents collateral piece – used by travel agents for their own direct mail and racking.
- Budget for agent POS.
- Brochure distribution

### **Administration Responsibilities**



Ensure all areas of responsibility meet with legal and regulatory protocol.

Ability to manage all admin responsibilities linked to budget, planning and team management responsibilities.

#### **General Responsibilities**

Adhere 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).

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

- Monday to Friday 9 am to 5 pm
- To be based in the P&O marketing team, with access to a desk/s in the sales teams to support collaborative working. Possible attendance at Sales Conferences, Sales Meetings etc will be required.
- Potential unusual hours during events or launch periods

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**Location:** Southampton Offices



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## Person Specification

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Job Title: Sales Channel Marketing Manager, P&O Cruises

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Department: P&O Marketing

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### Education, Qualifications and Training

#### Essential:

- Good standard of education qualifications including English
- A clear understanding of marketing communications practices and techniques

#### Desirable (one or more of):

- A degree or similar level qualification
  - A-level standard qualifications including English
  - CIM qualification
  - Business Management or Marketing focused degree
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### Experience

#### Essential:

- Excellent presentation skills
- Exemplary interpersonal skills
- Proven commercial acumen
- Ability to work effectively across more than one department
- Must have experience of juggling more than one task at a time
- Experience of working to tight deadlines

#### Desirable:

- Experience of working in the Hotel/hospitality/leisure industry
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### Work Based Competencies

Competencies that refer to the specific work related skills required for successful performance in the role. (e.g. technological competence, written ability, numerical ability, relevant legislative or procedural understanding, analytical ability, organisational ability and project management etc.

#### Essential:

- sales support skills
- good ability to plan and priorities
- writing ability
- analytical skills
- budgetary understanding
- numerical data analysis skills
- relevant legislative understanding
- project management skills
- spreadsheet and presentation skills
- commercial understanding
- Excellent communication and influencing skills

## **Behavioural Competencies**

Competencies that refer to the personal characteristics and behaviour required for successful performance.

Please ensure that this is linked to the generic competency framework. For example Commercial Acumen, Communication, Customer Focus, Influence, Motivation and Commitment, New ideas/Continuous improvement, Problem Solving and Decision Making, Team Work. Each level of competency required should be described specific to the level of the role.

Essential:

- Customer focus
- Brand Champion personality
- enthusiastic, driven
- excellent communicator
- good influencer
- creative thinker
- good planner
- problem solver
- team player, yet able to work on own initiative
- excellent attention to detail
- organised
- Ability to work well to tight deadlines
- hands on approach
- approachable
- logical thinker
- 'can do' attitude
- intellectually astute