



Marketing Manager Job Description

Are you a creative and experienced marketer? An exciting opportunity has arisen to join our marketing team and help to promote British Airways i360 as one of the UK's leading visitor attractions.

The Marketing Manager is responsible for the delivery of the activity central to our marketing strategy, ensuring that we meet our commercial objectives for visitor numbers and revenue.

The position reports to the Head of Marketing & Trade Sales and manages a Marketing Executive. The ideal candidate will have a background in venue marketing.

Responsibilities & Main Duties

- Marketing strategy – Define and implement marketing and communications activities derived from the marketing strategy including creative campaigns, media buy, product development and tactical promotions.
- Digital – Working alongside our digital marketing agency, create, implement and run digital marketing campaigns through our own channels and those of third parties. These campaigns are integral to driving traffic to our website, building our CRM database and ultimately to drive ticket sales. Review and report on campaigns to provide insightful feedback for further campaigns and measurement against KPIs.
- Social Media – Manage and develop all British Airways i360 social media channels to build our fan base locally, nationally and internationally.
- Website & App Development – Manage the ongoing development and regular updating of BA i360's website with our supporting agency, ensuring it is user friendly and search engine optimised. Manage the BA i360 app development to ensure it is updated regularly and promoted to our visitors.
- Design – Adhering to our brand toolkit and creative templates, design adverts, promotional material, and on-site marketing requirements. Ensure our image and video bank are on brand and regularly updated.
- Product / Event Development – create, develop, price and market new products and events at British Airways i360. These include Yoga in the Sky, iDrop, family programmes, date specific events, and partnership events such as with Brighton Marathon.
- Operations – Input into the operations of BA i360 such as service and product development, in-flight experience, ticketing and site signage.
- People management - Manage the marketing executive and their workload, to ensure they deliver the strategy and are developed to their full potential.

- Budgeting – Assist in the management of the marketing budget by negotiating strong commercial deals on media and marketing spend and by keeping accurate purchase records.
- Sales – Work closely with BA i360's sales teams (travel trade, venue sales, retail etc); enabling them to meet their commercial objectives by providing them with appropriate tools, brochures and sales collateral.
- Reporting – Ensure effective measures are in place to report on the success of all marketing activities, and input into a monthly board report.
- Stakeholders – You will manage the relationship with the marketing teams at our key marketing partners such as Visit Brighton, Visit Britain, Tourism South East, and our commercial partners.

This list is not exhaustive, additional responsibilities may evolve over time. A flexible and willing attitude is vital.

Your skills, experience and personal qualities

- You will have a minimum of three years marketing experience, preferably gained in the travel or leisure sector.
- You will be highly creative, imaginative, organised, strategic and analytical with a demonstrable track record of delivering engaging and effective marketing campaigns.
- You must be commercially astute, and comfortable working to delivery of KPIs.
- You must have excellent written English skills, be able to create engaging copy and check copy to ensure it is clear and accurate.
- You must have good experience of Word Press, Google Analytics, Sprout Social and CRM systems. Experience of ticketing systems is also beneficial.
- You must have experience of using the Adobe graphic design software.
- You must be passionate and enthusiastic about BA i360.
- You must be a confident manager and equally a team player able to work with the rest of the BA i360 team.
- You will have strong communication skills, and able to form positive relationships with stakeholders.
- You are likely to be educated to degree level.
- You must have experience of people management including hiring, training, developing, supervising and appraising staff.
- You must have experience of developing and managing budgets.
- You should have a keen attention to detail.

Job location and hours

This full-time role is based in our offices on Brighton beach (Kings Road, Brighton BN1 2LN).

You will mainly be working normal office hours but will be expected to attend some networking and community events during evenings and the occasional weekends.

Salary and benefits

The salary is between £30,000 to £33,000 depending on experience plus a competitive benefits package.

How to apply

Please send your CV and a covering letter to jobs@britishairwaysi360.com

The closing date is Thursday 18th April.