

Marketing Manager – Job Description

We have targets for the growth in our portfolio by all size of properties, but specifically the acquisition of large and premium holiday homes, in the most enviable tourist locations in Northumberland. We have an enviable reputation for being the premium luxury letting agency for both quality of accommodation and customer service in Northumberland. We have ambitious plans for expansion and the effective marketing of our brand will have a direct impact on this.

Main Objectives:

- The Marketing Manager manages the day to day marketing activities of the company and long-term marketing strategy.
- Develop a marketing strategy for the company in line with company objectives.
- Oversee the company's marketing budget.
- Overall responsibility for brand management and corporate identity.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of the marketing objectives.

Specific Objectives:

Brand Awareness

- To establish and analyse potential strategic partnerships with other businesses to offer guests added value whilst on holiday and increase awareness of our brand.
- To investigate potential awards that may be suitable for our Company to apply for, managing the application and carrying out any necessary marketing to generate interest/votes where required.
- To manage, maintain and measure the effectiveness of promotional campaigns.

Social Media:

- To manage our social media accounts; Facebook, Instagram, Twitter, and Pinterest.
- To continually grow the volume of 'followers' on our business accounts.
- To regularly engage with customers and other businesses on social media.
- To run competitions with Coquet Cottages giveaways and prizes funded by other businesses and Coquet Cottages.
- To schedule posts for your days off and when you're on holiday, to ensure a regular stream of activity on our accounts.
- When appropriate, to use paid adverts increase exposure.
- To establish relationships with Bloggers and investigate potential 'press visits'.

Email Marketing

- To send out regular email newsletters to our database of subscribers.
- To grow our database and regularly import contact details from our Outlook and Supercontrol systems, and other sources.
- To send out emails targeting specific markets by using the comprehensive data exported from Supercontrol.

Printed and Online Advertising

- To manage the creation of printed advertisements using programmes such as Canva and Photoshop using our branding guidelines, as well as creating written editorial pieces and articles for submission to advertisers.
- To maintain strong relationships with current and future advertisers and to maximise on advertising potential within our budget, using these relationships to negotiate a stronger presence in online or printed form.
- To continually source new advertising opportunities.
- To maintain a clear and comprehensive spreadsheet as a record of all advertising in the past, present and future and to maintain a budget for all forms of advertising.
- To analyse the results of printed and online advertising where possible and identify failing and successful advertising streams.
- To assist in the development of the Coquet Cottages 'Escape' Magazine.

Branded Merchandise

- To evaluate and procure branded merchandise to support marketing activity.
- To manage the distribution of branded merchandise and marketing materials to properties within our portfolio, where appropriate.

Events

- Organising trade shows/stands that have the potential to meet agreed objectives.
- Define objectives and goals for each event and evaluate the success of each event in order to forward plan future events.

Creation of Marketing Materials

- To design or contribute to the design of all forms of printed and online marketing materials.
- To source the best quality and most cost-effective supplies.