

Bristol, Clifton and West of England Zoological Society Ltd

Job Description

Job Title:	Marketing Executive
Department:	Marketing and Communications Commercial & Communications Directorate
Location:	Bristol Zoo Gardens and Wild Place Project
Reporting to:	Senior Marketing Manager

Job Purpose

Support the Society in achieving its vision and commercial targets by:

- Developing and implementing effective marketing strategies that maximise the opportunity to deliver footfall and 'product' sales.
- Creating and implementing added value campaigns and commercial activities that are 'on brand', profitable and improve repeat business.
- Managing, analysing and reporting on marketing activities that cover areas of responsibility and supporting the Head of Marketing and the Senior Marketing Manager in developing the brand and articulating brand values.

Main Duties

- Develop effective marketing and promotional plans that drive Bristol Zoo Gardens and Wild Place Project visitor numbers, and products, and that are 'on brand'. Maximising the opportunities throughout the year.
- Develop and implement media buying plans that meet Bristol Zoo's and Wild Place's commercial objectives, and raise profile.
- Oversee regional advertising and marketing activity that will effectively promote Bristol Zoo and Wild Place and related products (including but not limited to adoptions, experiences and overnight accommodation).
- Review, research, generate, develop and implement opportunities for new products and work with internal departments to continually review the ongoing viability or reintroduction of products (such as groups, education visits, events etc).
- Deliver a robust education marketing plan for newly emerging education programmes and school bookings
- Evaluate all marketing and promotional activities to inform regular reports for the Senior Marketing Manager and Head of Department.
- Plan and market commercially viable activities and events for both sites to generate footfall and return visitation.
- Work with the Public Engagement & Learning Department to implement added value activities.
- Work with internal and external stakeholders to ensure objectives are met.
- Create and deliver quality added value and drumbeat marketing campaigns that drive footfall, and are 'on brand'.
- Evaluate and report on market conditions, visitor numbers and product sales, and respond where appropriate with tactical promotions.
- Undertake market research (meeting the Society's ethical standards and processes), implementing systems for regular summary reporting.

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- Analyse research findings, champion the customer, and identify key brand features and benefits sought by visitors/ customers and channels of communication used by target audiences to inform strategic planning.
- Work effectively with colleagues in the team, the wider department and Society to meet objectives.
- Marketing and promotion of Membership.
- Work closely with the Marketing Assistant, providing direction and guidance as required to help meet the Society's objectives.
- Support the Head of Marketing and the Senior Marketing Manager in developing the brand and articulating the brand values, and in ensuring marketing activities meet the Society's corporate, charitable, and commercial objectives.

Key Performance Indicators

- Meet agreed targets for visitor numbers, education bookings, and product sales, added value and events campaigns.
- Delivery of marketing projects to agreed time scales and quality standards that cover areas of responsibility (eg media buying and creative output).
- Ensure marketing activities support the Society's corporate, charitable, and commercial objectives and are 'on brand'.

Key Contacts – Internal & External

- Team (members) Marketing, Digital Marketing, PR/Communications and Graphics.
- Colleagues within the Directorate including Public Engagement and Learning, Visitor Experience, Development.
- Colleagues in the wider Society eg Animal, Maintenance, Finance Teams.
- External service providers (relating to advertising/ promotion/ print/ events).
- Destination Bristol/ Visit Bristol, other attractions/ zoos, third party brands.

Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to.
- Comply with safe working practices as defined by the Society.
- Complete training as and when required.
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.

General

- Be aware of and adhere to Society policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other Society departments.
- Attend training courses as required to meet the requirements of the role.

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- Take responsibility for own personal development, seeking out opportunities to learn new skills.
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role.

Notice period

The notice period required from the role holder is a minimum of one month.

Working conditions

The basic hours for the role are 37.5 hours a week; however flexibility is required as the Society operates for 365/6 days a year, with 24 hour cover.

The role holder will be required to work any additional hours necessary to satisfactorily fulfil the responsibilities of the role.

Due to Coronavirus, this role will initially be remote working (working from home), however this will be reviewed on a regular basis with the potential for blended remote working and/or full time onsite working in line with the future needs of the organisation.

Other

- Apply the Society values and behaviours to every aspect of the role at all times.
- Promote and maintain the brand standards of the Society.
- There may be occasions when the role holder is requested to work in other company locations, or carry out other duties considered reasonable by the Society or its representatives.
- To reflect any changes within the Society during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the role holder and confirmed in writing.

**Bristol, Clifton and West of England Zoological Society Ltd
Person Specification**

Marketing Executive

Person Specification

Attributes	Essential	Desirable
Qualifications and specific training	Degree or Vocational Marketing Training or equivalent work experience	CIM/other professional marketing training and/or qualifications
Experience	Considerable marketing experience	Experience in Tourism sector or Education sector Product development
Knowledge	Detailed experience: Marketing planning Advertising (on and offline) Market research Measuring, monitoring, analysis and reporting Brand/ corporate reputation GDPR/PECR compliance	Footfall-driving campaigns Bringing products to market Marketing to schools and groups Added value campaigns Marketing within a charity
Skills	Developed: Marketing campaign planning, research and analysis Budget management Copywriting Computer literacy e.g. Excel, Word, Outlook Marketing campaign management Negotiation skills Work to deadlines yet remain flexible	Management of successful events/ added value activities Ability to update digital and social media content
Personal attributes	An effective team player Collaborative work ethic A self-motivator Strong attention to detail Eagerness to learn and develop	Have an interest in wildlife and the conservation and animal behaviour and welfare work of the Society

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Additional requirements	The Marketing and Communications office is based at Bristol Zoo Travel to and between Bristol Zoo and Wild Place	
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