



THE WILDHEART TRUST

JOB DESCRIPTION

Marketing Manager

Job Title:	Marketing Manager
Department:	Marketing
Location:	Isle of Wight Zoo, Sandown, Isle of Wight
Reports To:	Chief Operating Officer
Supervisory Responsibilities:	Social Media Assistant
Functional Relationship:	Chief Operating Officer, Heads of Department, Tourism Authorities, Media and Marketing Sectors

General Function of the Position

As an integral part of our Senior Management Team you will define, lead and co-ordinate our marketing strategy. The successful candidate will manage a brand transition, ensuring continued engagement and visitation throughout. You will be responsible for using a range of direct and indirect marketing techniques to grow our visitation, expand our audience and engage with corporates, media, members, public and the community. Growing our supporter base and recruiting and retaining partners in order to maximise income.

Organisational Values

The Wildheart Trust has five values that form the core of how employees carry out their work at the Isle of Wight Zoo and across any future organisational developments it may have. The values shape the culture of the organisation and demonstrate what is important within The Wildheart Trust. These values focus on how we do our job and how we conduct ourselves in the workplace, and as a Trust.

Care	We treat every being with respect and compassion, and we care about maintaining high standards in all that we do.
Integrity	We are honest, responsible and accountable so that we can be trusted.
Commitment	We work hard to honour our mission and are devoted to the people and animals in our care.

Positivity	We need a special combination of pragmatism, passion and optimism to tackle really tough issues that sometimes seem insurmountable.
Learning	We never stop learning and together we share our knowledge to foster love for the natural world and for animals.

Key Tasks	
Marketing Strategy	<p>To create and implement a full marketing plan to manage the transition of the brand to the Wildheart Animal Sanctuary (WAS), ensuring uncompromised visitation and engagement.</p> <p>Bring the new brand to life across all communication platforms and with all target audiences ensuring a strong launch and platform to build from.</p> <p>Ensure the WAS and its overarching charity, The Wildheart Trust, remain a household name under their new branding.</p> <p>Develop and execute clear marketing strategies against our priority target audiences and stakeholders including public, corporates, donors, members, communities and groups.</p> <p>Ensure a clear ROI for all ideas and investment, mapping back to our overall objectives.</p> <p>Develop a broader marketing strategy for The Wildheart Trust.</p>
Advertising	<p>Develop a clear strategy for advertising and its role within the overall marketing mix, identifying suitable platforms for maximum effect.</p> <p>Plan all holiday season advertising and key Easter, Summer and Autumn campaigns.</p> <p>Oversee all aspects of the marketing output including writing briefs and copy, proofing and making amendments and approving adverts.</p>
Budget Management	<p>Management of a marketing budget.</p> <p>Achievement of annual performance targets relating to the visitation.</p>
Media	<p>Maximise all local and national PR and media opportunities.</p> <p>Oversee the management and delivery of the Trusts social media.</p> <p>Coordinate social media campaigns.</p>
Website	<p>Develop the website and act as webmaster, liaise with colleagues to ensure that all areas of the Wildheart Trust offer are represented on the website.</p> <p>Ensure this is a central hub that clearly promotes our activities, events and promotions. Providing opportunities to connect our audience with the charity.</p>

	Ensure communication is clear, well timed, and regularly refreshed to keep up to date with latest developments and news.
Memberships	Help steer the zoos membership offers, communications and events. Develop strategies for increasing our membership base.
Events and Experiences	Plan marketing for events and experiences.
Networking	Represent the business and build relationships with Destination Management organisations including Visit IOW; Tourism South East; VAQAS.
Visitor data and reporting	Coordinate the collection of visitor data to enable better understanding of our audience in order to develop the offer to visitors and the charitable messaging to potential funders.
Health and Safety	To comply with all health and safety requirements as per the Isle of Wight Zoo Health and Safety Manual.
Planning	Prepare for and attend regular HODS meetings / undertake agreed actions.
Human Resources	Attend formal and informal training as required.
Compliance & Best Practice	Participate in Zoo Licence inspections and other audits as required.

Person Specification Details	
Qualifications	To be particularly focussed towards the Marketing discipline. Educated to degree standard with a marketing related degree and/or a CIM qualification is desirable. Evidence of continuous professional development.
Experience	At least 4 years of proven experience in Marketing and PR. Experience of managing budgets and marketing spend. Proven consumer marketing experience, working with a variety of marketing channels. Experience of campaign management. Creative expertise in ideas, events and content to drive audience engagement.
Skills and Abilities	
Research	Research and analytical techniques.

Budget Management	Ability to create and manage specific budgets.
Written	Strong writing, language and proof-reading skills.
Time management	Ability to prioritise workloads and time management skills.
Customer focus	Exceptional skills in customer care.
IT	IT skills – comfortable with Microsoft Office applications & Adobe suite.
Teamwork	Actively participates as a member of a team to move the team toward the completion of goals. Contributes actively and fully to team projects by working with colleagues collaboratively, working towards consensual solutions that enhance the output of the team. Accepts share of workload. Excellent verbal communication skills.
Living the values	An understanding of the values and behaviour expected within the role.
Charitable outputs	An understanding of how this role supports the delivery of our charitable outputs.

Signatures	
Signed: (Line Manager)	Date :
Signed: (Employee)	Date :