

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Marketing Director, EMEA
POSITION TITLE:	Europe Marketing Manager	DIRECT REPORTS:	European B2C Marketing Executive European B2B Marketing Executive European Marketing Coordinator Polar & FIT Team Leader Germany

DEPARTMENT:	EMEA Marketing	LOCATION:	London
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POSITION PURPOSE:

The purpose of this position is to manage the B2C and B2B marketing plans, in the European (non-UK, Ireland, Middle East and South Africa) region, on behalf of the Intrepid Group portfolio of brands. They will forge and develop strong partnership opportunities for all brands, with agent partners, tourism boards and brand partners, as well as OTA distribution partners.

The role will assist in the development of the strategic direction of European regional marketing, in collaboration with the Marketing Director, and will be responsible for driving the required sales results within the designated markets.

Accountable for the development, implementation and execution of all marketing in line with the marketing plan for all brands, including brand, tactical & partnership campaigns, EDM content, and all associated communication to drive effective results.

This role will take the lead with all communication of European marketing projects within the EMEA Marketing Team, Intrepid Group sales teams, external partners and other regions where relevant.

With an overarching goal to maximise sales for all brands in Europe, a strong commercial acumen is required. Through new & innovative marketing initiatives the role will work very closely with the broader EMEA Marketing team, but specifically with the Head of Digital Marketing, UK/EMEA Marketing Manager & PR Manager to ensure that all marketing activity is aligned, integrated across channels, utilising global or regional assets, and fundamentally driving a commercial result.

The Europe Marketing Manager manages a team responsible for creation of visual and written identities of the brands in Europe, and therefore an in-depth knowledge of brand values, USPs, and a high attention to detail are essential.

Management of brand marketing activity including timings, budgets, and KPIs requires exceptional organisation, excellent communication & stakeholder management skills to deliver optimum results in this role.

The position will play a key role in supporting the B2B growth in the European markets, by supporting agent partners with engaging marketing campaigns and incentives. Forging a strong relationship with key partners will be essential to delivering this support, and this person will be responsible for developing and maintaining the marketing relationship with those key partners, as well as managing the B2B marketing budget for Europe

The role is a management position within the team and therefore must display strong leadership capabilities – including the ability to maintain & foster effective working relationships with experienced managers with impressive collaboration skills and the ability to guide and instil an attitude of confidence in all team members, to drive best results, must be a high priority.

Operational Accountabilities of Role	Benchmark Measure
Growth in regional sales	<ul style="list-style-type: none"> • Annual £ Revenue and Passenger Growth • A focus on European sales & enquiry levels • Effective marketing campaigns as determined by KPIs
Manage brand marketing budgets	<ul style="list-style-type: none"> • Manage all regional marketing spend in line with set marketing budgets • Manage % marketing spend and discounts
Developing the strategic brand marketing direction within the regional markets, including creating annual marketing campaign calendars in line with the brand strategies	<ul style="list-style-type: none"> • Marketing calendar, budget & schedule prepared annually in line with key brand strategy • Manage the implementation of all marketing initiatives across EMEA • Determine & set commercial KPIs and ROI criteria for all activity & campaigns • Develop and maintain strong relationships with key travel agent partners in partnership with Head of Industry Sales for Europe • Supporting B2B initiatives such as FAM trips and online and offline agent marketing channels • Work closely with the Commercial team to align commercial needs with marketing activity ensuring that relevant offers are utilised and focus areas are given priority in brand activity • Communicate campaign calendar to relevant stakeholders and provide all campaign information in a timely manner • Ensure all campaign promotional elements are set up prior to launch date of campaign & manage all aspects of the campaign • Track and report on results, CPA and ROI associated with activities and campaigns • Work across marketing functions to develop KPIs for all campaigns to maximize budget ROI • Supporting travel agent partners with effective marketing campaigns
Communication management	<ul style="list-style-type: none"> • Manage communication on behalf of Europe marketing internally & externally • Be the driver of communication excellence between the EMEA Marketing team & all internal sales departments & external partners • Drive IG awareness by ensuring all marketing activity and communication is consistent, professional, on brand, respectful of shared value, and always heroing the brand & product.
Team collaboration	<ul style="list-style-type: none"> • Always review the Digital, Industry, Partnership & PR marketing calendars to ensure collaboration & alignment across all brand marketing • Proactively lead communication between all team members to build good working respectful relationship • Act as a role model for the company values
Reporting	<ul style="list-style-type: none"> • Submission of monthly and quarterly reports, and campaign analyses.
Leadership & Management	<ul style="list-style-type: none"> • Manage B2B Marketing Executive, B2C Marketing Executive, Marketing Coordinator, Polar & FIT Sales team leader and any additional future positions, to build a strong, high performing, results driven team committed to excellence • Run regular meetings on performance & development