

Marketing Manager

Established in 2000, Blue Chip Vacations is the leading provider of luxury self-catering accommodation in the South West.

Blue Chip is a forward-looking, fast-growing business that is excited about the opportunities that exist within UK tourism. We are keen to be market leaders both in the quality of our business activities and in the service we provide to our customers. Our growth has been rapid and has been achieved by a willingness to adopt new ideas, embrace new technologies and pursue excellence in all we do.

We are now seeking a talented and experienced marketing manager to drive improvements to our marketing strategy.

To apply

Please send your CV and a covering letter to janet@bluechipvacations.com, titling the e-mail 'Application for the position of Marketing Manager'.

Key deliverables

This is a new role reporting to the Managing Director and is a senior level role managing a number of key marketing areas, bringing a commercial edge and sales focus to the business. In general, you will be responsible for the following:

Customer retention

- » Take full responsibility for the development and management of a co-ordinated customer retention strategy to increase our customer base, ensure the highest level of customer retention and repeat business.

Customer acquisition

- » Develop and manage a co-ordinated, multi-channel customer acquisition strategy for all offline channels. Work with the Online Marketing Manager to co-ordinate and optimise customer acquisition for the business.

Brand management

- » Overall responsibility for the brand management: development of the business to ensure the highest level of quality and consistency of our brand message across our outputs.

Promotions

- » Working with the management team, lead the development of an overall strategy for the company's promotions, discounts and offers throughout the business. With a commercial eye take responsibility for the delivery of this strategy by co-ordinating the resulting activities across the business.

Partnerships

- » Develop suitable partnerships to enhance our brand and to deliver sales in line with the promotional calendar and commercial objectives. Work with the Online Marketing Manager to maximise online partnership potential.

Trade channels

- » Develop trade channels to deliver sales. Work with the Online Marketing Manager to maximise trade sales potential.

Reporting

- » Help develop a reporting system that will measure progress against measurable outputs across the areas for which you are responsible.

Line management

- » Lead and develop an excellent team recruiting where necessary.

Candidate requirements

This new and exciting role requires a confident, independent thinker. Our ideal candidate:

- » Will be an experienced senior-level marketing manager
- » Has a relevant marketing qualification
- » Has experience and in-depth knowledge of how to acquire, convert and retain new business
- » Has made a substantial contribution to a successful business
- » Demonstrates an ability to plan and execute strategies and a result-based approach
- » Is excited about working in an entrepreneurial environment.

We offer

- » A career in a beautiful part of the country
- » Freedom to do your job in a friendly, supportive environment
- » A generous salary and bonus.