



Marketing Manager Mead Open Farm

Introduction:

Are you looking for an exciting role as Marketing Manager at a leading visitor attraction in the Bedfordshire area with attractive remuneration, pension, and staff discounts?

Mead Open Farm is one of the leading visitor attractions in Bedfordshire and surrounding areas. We are looking to bring our Marketing functions in house and this an exciting opportunity to lead on this.

About Us

Established nearly 30 years ago in 1994 Mead Open Farm is a popular family attraction for children which has also diversified into adult events including the award-winning Howl event. It is a working farm that offers a wide range of activities and experiences for visitors of all ages. Some of the key features and attractions of Mead Open Farm include:

- Indoor and outdoor play areas including crazy golf, go karts, jumping pillows, jeeps, and zorbing. High ropes and rock climbing.
- Looking to grow our membership community.
- Animal experiences and encounters including tractor ride. February Lambing event
- Immersive events Easter, May and October holidays including our magical Christmas experience.
- Summer programme with water zorbing, silent discos, foam parties
- Halloween daytime event with pumpkin patch, circus, mazes, and live actors
- The Howl with live action horror mazes, circus, street theatre, live music, DJ's Street food and bars
- Fireworks event
- Adult farm nights and Christmas parties including function hire.
- School and Group bookings
- Award winning catering offer and restaurant with up to 4 satellite additions through the year
- Event Field which is a new business opportunity also used for our established camping period.
- Working with our chosen charity Kids Out

The Role

Job Title: Marketing Manager

Department: Marketing & Sales

Reports to: General Manager

Line Manages: social media and events assistant. PR Agency, external design team and Website hosting company

Overall, Purpose of the role

We are looking for a driven, creative, and analytical individual to join us in the role of Marketing Manager. With an innovative approach to developing and delivering a marketing and sales strategy across multiple revenue streams, you will help develop our brand, increase visitor numbers and revenue.

Reporting to our General Manager, Stephen, you'll be embedded within the heart of the business, working closely with the senior management team and PR agency to deliver all marketing and sales requirements, as well as developing and implementing a digital strategy.

This is a hands-on position in which you will be leading one other team members who works on the organic social media and events overseeing their activity, reporting, planning and results. This is the perfect role for a self-starter who is motivated to drive real impact and join a company with a culture where you can grow, be yourself and take real ownership of your role.

Key Tasks and Responsibilities

Our internal marketing team, alongside specialist PR and creative support as required, are responsible for delivering all marketing, sales, digital and content services across the business.

This is a broad-reaching role, so we will expect you to bring high levels of specialist or technical skills and experience.

Marketing

- Create and implement marketing strategies and brand awareness campaigns.
- Support the budgeting process by accurately forecasting marketing and content investment requirements to turn strategy into tangible results, paid advertising, and other associated marketing channels.
- Ensure that any guest communication is of the highest quality, utilising all channels to gain exposure and new business.
- Manage multiple activities and campaigns across different revenue streams.

- Build strong relationships, both internally and externally with all stakeholders.
- Understand the media landscape, our customer profiles, liaison with our PR agencies and press contacts to ensure positive press coverage is maintained and maximised.
- Oversee the implementation of influencers, brand partnerships.
- Line manages our social media and events assistant developing them into being a valuable part of the marketing team.
- Ensure the social media assistant is responding to google reviews, trip advisor reviews and organic comments.
- Presentation of memberships as a product in turn to drive more sign ups and retention.
- Showcase our family brand as being All inclusive and great value for money.
- Utilise surveys and feedback to shape our products accordingly.

Sales

- Working with multiple stakeholders to develop and implement sales and marketing strategies (revenue streams include ticketing, retail, food and beverage and media).
- Develop and deliver growth plans to hit business revenue targets, based on strong customer insights and data analysis.
- Analyse and report all marketing, sales, media and content activity and its impact on the business.
- Develop additional revenue streams around content, brand collaborations, affiliate, and merchandising opportunities.
- Formulate a sales plan, based on the Event Field.
- Growth of membership community.
- Look to integrate a Klarna based solution for The Howl and Christmas experiences.

Content & Creative

- Develop a well-rounded content strategy.
- Create brand guidelines to follow.
- Work with the team to deliver content and creative services across the site, in keeping with brand guidelines and sales & marketing objectives.
- Ensure our content strategy (online and on-site) continues to develop, engaging our guests and creating memorable experiences.
- Ensure social media is reflective of the business and stats show it showing growth of interest and ticket sales.
- Work closely with website development agency and be able to work with a CMS.
- Work with external PR agency on design and videography
- Experience of constant contact or a similar platform working with external PR Agency on email marketing.
- Carefully manage offer versus value proposition.

Digital

- Develop our digital strategy including continuous improvement of the user experience and maximising sales opportunities.

- Drive growth in engagement, open rates, attributable revenue, and database sizes.
- Work with external experts and agencies to ensure that we are at the forefront of digital practice.
- Experience with Google Analytics, GA4 and Google and Meta ads

What about you:

- Experience of working in a similar high volume B2C visitor attraction minimum of 3 years.
- Experience of developing and delivering sales and marketing strategies in the hospitality, attractions, or leisure sectors.
- You will understand our digital marketing and demonstrate a track record of managing digital and social portfolios, and of implementing successful campaigns.
- Ability to build relationships and work with multiple stakeholders.
- Experience developing objectives and making strategic decisions based on facts, market trends and experience.
- Commercial awareness, including negotiation and return on investment analysis.
- Experience of building business cases to show value of new project initiatives to multiple stakeholders.
- Self-starter with loads of initiative and a 'sales' mindset
- Excellent selling skills and understanding of sales processes, including upselling.
- Good communication skills, both written & verbal
- Recent direct experience in line managing and leading marketing team members, including performance management and development plans.

Key Performance Indicators

- Sales revenue targets
- Footfall targets
- Business development/project based annual objectives.
- Development and look and feel of our brands.

Location & Work Pattern

This is a full-time, permanent position, based at Mead Open Farm LU7 9JH, working 9.00am-5.30pm across a 5 out of 7-day week. This will largely be Monday-Friday, but weekend and evening working to cover marketing and events.

Benefits

- Unique opportunity to work in a busy visitor attraction with progressive ambitions.
- We offer a competitive salary and annual leave package, pension scheme, and a staff pass providing discount in our retail and catering.
- Free membership for you and your family to the farm park
- Free entry to The Howl
- Free hot drinks and lunch.
- Regular staff social events.

The Application Process

Apply now, and please include your CV and cover letter outlining your interest in this position, your current notice period, and your salary expectations to stephenmiller@meadopenfarm.co.uk

We will begin shortlisting and first/informal interviews of candidates as soon as applications are received.

The second phase of the selection process will be a formal interview and presentation with the senior team and an independent senior operator from the visitor attraction industry.

All applications and enquiries will be treated in the strictest confidence.

We have real pride in our business, and we are looking for someone who will share that pride with us and help us drive our business to the next level together.

Details

Salary £50,000 (Please declare your current salary)

Schedule Full Time

Experience Minimum 3 years proven experience

Location Mead Open Farm LU7 9JH

Expiry date 5th of November 2023