

Job Title	Commercial & Marketing Manager
Reports to	General Manager

Purpose

The Commercial & Marketing Manager is accountable for attracting business to the railway and generating profitable revenue. They achieve this through the creation of a compelling customer proposition and the delivery of outstanding activities, events and attractions. They communicate this through an effective marketing plan that makes best use of all channels and optimises the opportunities offered through technology including social media and email marketing

Responsibilities

- Ensures the railway has a core offering that is compelling and attractive to our customers.
- Works with others to maximise the opportunities of special events. Ensures different types of customers are targeted so the railway has a broad appeal across different groups of people
- Owns the marketing plan and works to ensure we are advertising effectively to drive the numbers of visitors to achieve our budgets and plans. Stays up to date with best practice and makes use of all available marketing channels including online, social media, email as well as more traditional methods
- Has an up to date knowledge of our trading performance at all times and uses data to inform decision making, including revenues and costs. Ensures these are delivered to plan
- Has line manager accountability for
 - Booking Office Manager
 - Education Manager
 - Customer Facing Office Staff
- Is a member of the following board-sponsored committees and is responsible for delivering actions identified by them
 - Commercial Group
 - Fund Raising Team
- Owns the NVR Website, Facebook page, Twitter and any other channels we use to communicate to our current and future customers. Supported by staff and volunteers, updates existing Nene Valley website using content management system. Monitors website traffic to highlight areas for website improvement. Manages social media to drive website traffic and sales, creating content that engages with the Railway's various stakeholders
- Explores other online sales channels for retail arm of Railway including Ebay, Amazon and Facebook marketplace
- Manages the email marketing strategy including lead nurturing and marketing automation

- Responsible for implementing strategies that help to build compliant databases of marketable contacts
- Fosters good team working so that managers, volunteers and others are working together in a supportive and collaborative manner and that any issues are resolved promptly and professionally
- Maintains a customer focus at all times and always seeks to achieve the best customer experience. Helps to resolve customer complaints promptly, professionally and in a way that maintains our reputation
- Networks outside of the railway to bring learnings from best practice in external organisations both in the heritage railway sector and beyond, including the wider leisure and tourism sector
- Works closely with the GM and the wider team coordinating work and ensuring the various activities on the railway are joined up
- Deputises for the General Manager as required and supports other areas of the railway when this is necessary, including set up at the beginning of every railway-operating day
- Expected to be flexible with working patterns to include weekend work and being present during big event weekends
- Builds strong links with external bodies, e.g. Nene Park Trust, Railworld and seeks opportunities through these that benefit the railway...
- Looks for sponsorship opportunities for the Railway and planned events, and engages with local businesses for additional income
- Prepare marketing reporting, analysis and on-going optimisation of all marketing channels

Capabilities

- High levels of personal organisation, able to develop and deliver plans in the short, medium and longer term. Skilled at prioritising and making sensible trade-offs between competing demands
- Strong people skills –
 - Able to engage and motivate their team
 - Sets high standards and expectations and supports people to achieve these
 - Good communication skills keeping people up to date with everything they need to know
 - Able to apply the railway's policies to manage issues of absence, disciplinary and underperformance
 - Capable of building good working relationships with others, including own line manager, other managers and colleagues at the railway and external stakeholders, suppliers etc.
- Good commercial and business awareness, able to plan, budget and control costs
- Has an entrepreneurial mind-set that identifies profitable activity and is able to produce and deliver plans to achieve this
- Always shows a customer first mentality that acknowledges the importance of customers to a successful business

- Works well under pressure. Able to think on their feet and act in a calm and level headed way when the unexpected occurs or things don't go to plan. High levels of resilience
- Has a positive, energetic and can-do approach that focusses on finding solutions to issues when they arise

Desirable

- Knowledge of Health and Safety issues
- Experience of administrative and strategic support

Further Information

- Hours and Days of Work
 - 5 days per week on a 2 week rota. For example:
 - Week 1 – Sunday to Thursday
 - Week 2 – Tuesday to Saturday
 - Subject to agreement
- Expected to be flexible with working patterns to include weekend work and being present during big event weekends
- Working day 8:30 – 16:30 with some flexibility due to events
- Due to the location of our offices, a driving licence and own transport is essential as we have no public transport links
- Salary £28,000 - £30,000 per annum depending on experience