



Marketing Campaign Manager / Deputy Head of Marketing Job Description

In collaboration with Warner Media, Linen Mill Studios own and operate the world's only licensed Game of Thrones Studio Tour at their Banbridge studios where a significant proportion of the globally renowned series was filmed.

Opened in February 2022, this brand-new visitor attraction, the largest indoor attraction on the island, immerses guests in the fantasy and intrigue surrounding the series. Through an unparalleled presentation of original sets, costumes and artefacts, together with insights into the skills applied in creating Game of Thrones, the Studio Tour delivers a superlative interactive experience and understanding of the quality of production required to deliver one of the most successful tv series of all time.

Our team plays a pivotal role in ensuring that Game of Thrones Studio Tour is internationally recognised as a must-see attraction, by placing the full guest journey foremost in their actions and contributing to our core mission, vision and values.

This is an outstanding opportunity to join a committed and enthusiastic team that is at the forefront of delivering a truly world-class product to an international audience in conjunction with one of the most recognized brands on the planet.

Job Role: Marketing Campaign Manager / Deputy Head of Marketing

Reports to: Head of Marketing

Contract Type: Maternity Cover up to 1-year (with the possibility of a permanent role)

Maternity role is a full-time position Monday to Friday with flexibility to work evening and weekend.

ROLE SUMMARY

At Linen Mill Studios, we are seeking to recruit a Marketing Campaign Manager/ Deputy Head of Marketing to join our Marketing Team.

As Marketing Campaign Manager, the core functions required for the successful positioning of Game of Thrones Studio Tour are to support the wider sales and operational teams to deliver collective sales objectives, effectively amplifying the brand and supporting the dissemination of product messaging.

The role of Marketing Campaign Manager, which is a senior role within the Marketing and PR Team, will be primarily responsible for research, planning and delivery of all domestic and international consumer marketing campaigns in support of wider business sales and brand development objectives.

Working within the wider Studio Tour in-house Marketing Team (content, digital & PR colleagues) to coordinate marketing campaign activity, including developing campaign assets, maximising digital channels and generating PR coverage for campaigns.

KEY RESPONSIBILITIES:

Marketing Strategy & Campaigns

- Oversee the delivery of Game of Thrones Studio Tour's Marketing Strategy, including driving performance across the team in line with priority target audiences, markets and KPIs.
- Develop, deliver and evaluate multi-channelled consumer marketing campaigns to raise awareness, drive interest and maximise sales for the world's only official Game of Thrones Studio Tour.
- Drive the development of 'on brand' content for campaigns to include preparation of copy, scoping of campaign visual assets (outdoor ads, radio scripts, TV commercials, On pack promos etc.)
- Use in house data, industry analysis, external resources, and partner opportunities to plan brand standard campaigns, tailored to meet targeted audience types and geographical segments.
- Demonstrate stringent management of campaign budgets - clear scoping, planning and evaluations
- Support the management and delivery of digital marketing activity as an 'always on' marketing tool, utilising digital channels (social/website/paid activity) to drive awareness and ticket sales for Game of Thrones Studio Tour.
- Liaise with Departmental Heads to ensure current and planned marketing activations are in alignment with departmental business needs.
- Future planning to identify marketing activations required to support seasonal/ annual business ambitions.

Brand Management

- Act as Brand Guardian of the Game of Thrones Studio Tour brand, including developing brand guidelines and monitoring brand health on an ongoing basis.
- Working with colleagues and external partners to ensure all activity is developed and delivered in strict adherence to the license partner process.
- Liaise with Warner Bros on all marketing campaign approvals and act as a main point of contact for all licensor requests and enquiries.

Stakeholder Management

- Build effective working relationships with Marketing Teams across the tourism industry (Tourism Ireland, Tourism Northern Ireland, Visit Belfast, Armagh Banbridge Craigavon Borough Council etc) to identify, analyse and fulfil joint campaign opportunities, positioning Game of Thrones Studio Tour as a leading visitor attraction.
- Identify partnership opportunities with commercial brands and develop and deliver collaborative marketing activity to raise awareness and drive sales for Game of Thrones Studio Tour.
- Third party contract management – Design/ Advertising / Website, PR & Digital

Public Relations

- Support the PR & Communications Manager on the delivery of proactive and reactive PR opportunities (domestic & out of state) in line with the Marketing Strategy.
- Represent Game of Thrones Studio Tour as a key spokesperson for relevant media opportunities.
- Act as lead contact for crisis communications.

Managerial Responsibilities

- Lead and support the Marketing Team to perform and deliver across key areas (PR, Digital, Content) in line with Game of Thrones Studio Tour's Marketing Strategy with continuous review of performance metrics.
- Participate and engage in recruitment and onboarding of new starts, induction and training.
- Address any employee relations or performance issues through effective processes supporting problem resolution and decision making.
- Manage team leave requests ensuring adequate staffing levels and cover within the marketing team.
- Deputise for the Head of Marketing in their absence as required.

Essential Experience and Skills:

Educated to degree level with a relevant industry qualification in Communications, PR, Advertising, Marketing.

Marketing & PR experience –relevant industry experience with a minimum of 5 years marketing experience at a senior level, including experience in managing and leading a team.

Demonstrable experience in developing and delivering high quality, successful multi-channelled marketing campaigns.

Significant experience in managing and protecting a brand and supporting colleagues and partners to utilise it correctly and effectively.

Strategic thinker – Ability to think strategically and deliver marketing activity to drive marketing and business goals

Rock solid attention-to-detail – Must be meticulous and accurate, ensuring adherence to brand at all times.

Excellent communications skills – Exceptional verbal and written communication skills. Able to communicate effectively with internal teams and external partners, understanding their needs and delivering high quality marketing support.

Relationship Skills – Ability to build effective working relationships with colleagues and external partners and agencies.

Budget Management – Experience managing a significant marketing budget and delivering value for money.

High Proficiency in IT ability and skills.

Desirable skills and experience

- Member of a relevant Chartered body such as CIPR or CIM
- Experience working in a Marketing role in the Tourism & Hospitality industry
- Strong knowledge and experience developing and delivering digital marketing campaigns
- Experience delivering B2B marketing activity

Benefits

- Competitive Salary
- 34 days Annual Leave inclusive of public holidays
- Healthshield Healthcare Scheme
- Employer Pension Contribution
- Complimentary friend and family Game of Thrones Studio Tour Tickets
- 25% Discount on Game of Thrones Retail
- Free Car Parking

The closing date is 18/01/2023 at 5pm.

Note: Please ensure you have demonstrated on your CV how you meet the essential criteria outlined above.

Role Specification

Marketing Campaign Manager / Deputy Head of Marketing

CRITERIA	ESSENTIAL	DESIRABLE	ASSESSED
Experience	Educated to degree level with a relevant industry qualification in Communications, PR, Advertising, Marketing.		Via CV and interview
Experience	Marketing & PR experience –relevant industry experience with a minimum of 5 years marketing experience at a senior level, including experience in managing and leading a team.		Via CV and interview
Experience	Demonstratable experience in developing and delivering high quality, successful multi-channelled marketing campaigns.		Via CV and interview
Experience	Significant experience in managing and protecting a brand and supporting colleagues and partners to utilise it correctly and effectively.		Via CV and interview
Skill	Excellent communications skills – Exceptional verbal and written communication skills. Able to communicate effectively with internal teams and external partners, understanding their needs and delivering high quality marketing support.		Via CV and interview
Skill	Strategic thinker – Ability to think strategically and deliver marketing activity to drive marketing and business goals		Via CV and interview
Skill	Relationship Skills – Ability to build effective working relationships with colleagues and external partners and agencies.		Via CV and interview
Skill	Have access to a car for travel purposes		Via CV and interview

Desirable		Experience working in a Marketing role in the Tourism & Hospitality industry	Via CV and interview
Desirable		Strong knowledge and experience developing and delivering paid digital marketing campaigns	Via CV and interview
Desirable		Experience delivering B2B marketing activity	Via CV and interview

Linen Mill Studios Values and Behaviours

Team members of Linen Mill Studios are required to promote and support its mission and values:

Our Core Values: Diversity, Positivity, Teamwork and Creativity. Team members are expected to:

1. Embed diversity by respecting and appreciating each other and being inclusive.
2. Be self-motivated, passionate and positive by contributing to our shared culture and environment.
3. Demonstrate strong teamwork with fellow colleagues.
4. Promote innovation and embrace change.