



JOB SPECIFICATION

Job Title: **Head of Brand & Communications**

Reporting To: **Marketing Director**

Department: **Marketing**

Company Background

Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

In the UK, Hotelplan is a well-established and profitable family of specialist tour operators, with a strong tradition of excellence & high standards of quality and service. Each of our companies is incredibly passionate about its holidays, and our staff both in UK and overseas are focussed to ensure that we meet, indeed exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again. Our vision is "Creating amazing holiday experiences to be proud of".

The Hotelplan UK family of brands includes Inghams, Esprit and Santa's Lapland all currently based in Farnborough, together with adventure travel businesses, Explore Worldwide, and with Intravel business based near York.

There is a flexible approach to location, with a minimum of 2 days a week based in the Farnborough office, 3 days working remotely.

Job Purpose

This is an exciting time to join Hotelplan UK - a business benefiting from long-term investment to achieve ambitious growth targets, deliver digital transformation projects and become one of the leading names in sustainable travel. This role will help shape and deliver the strategies which contribute to the overall success and pace of these ambitious plans.

Working with the Marketing Director, you'll design and develop the brand and communications strategy for the Inghams, Esprit Ski and Santa's Lapland brands. You'll be responsible for increasing brand awareness and consideration, as well as managing brand reputation and engagement. You'll work collaboratively with your own team of expert brand, advertising & PR marketers, and the wider marketing team, to define creative campaigns which deliver long-term growth ambitions alongside tactical response activity.

Main Responsibilities and Key Tasks

- Lead the overall Brand & Communications team, with line management responsibility for the PR Manager and 2 Brand & Campaign Managers.
- Working with internal stakeholders and external agencies, shape and develop the future creative direction of the brands to bring the overall proposition to life, and to appeal to growing target audiences. Protect the brand identities and reputations internally and externally.
- Define the brand experience across all customer touchpoints, collaborating with stakeholders across the wider business – with particular emphasis on working with Customer Experience, Product, Digital, Overseas and Customer Journey/CRM teams.

- Own the annual marketing campaigns & communications planning calendar, with a key focus on brand led activity that engages our target audiences, builds awareness & consideration and drives positive sentiment. Work closely with the Product and Commercial teams to incorporate business/product priorities, and commercial sales/launches.
- Work with the Brand & Campaign Managers to design, brief and deliver tactical and strategic integrated marketing campaigns, collaborating with the wider marketing team for a multi-channel delivery.
- Work with the Brand & Campaign Managers to deliver ATL advertising campaigns (including TV, Radio, Outdoor, Sponsorship & Press), B2B/trade activity and consumer events.
- Work with the Brand & Campaign Managers to identify brand partnership (and partner funded) opportunities which deliver awareness, credibility and leads. Oversee the delivery of integrated partner marketing campaigns.
- Support the PR Manager in the delivery of PR events, partnerships and activities, and cover press office enquiries when required.
- Work with the Brand & Campaign Managers and Creative/Content teams to deliver brochures, direct mail, overseas collateral and information packs. Own the development and define the purpose of all branded printed material.
- Create and maintain regular reports which measure effectiveness and performance of campaign activity, including brand tracking.
- Be a champion of sustainability, working with the Sustainability team to bring our values to life through brand identities, choices and activities.
- Support the Marketing Director with annual marketing strategy development, objective setting and budget planning across all brands. Overall responsibility for budget management of brand activity, PR, brochures and direct marketing.
- Provide regular updates on activity plans and campaign performance to the Marketing Director and General Management Team. Represent the Marketing team within the wider business, presenting to the company at business updates when required. Deputise for the Marketing Director when required.
- Assist and support in times of crisis/incidents which will require being on-call out of hours in rotation with other members of the crisis response team in peak operational periods.

Knowledge, Skills & Experience

- A highly skilled brand marketer with hands-on experience of brand development and ATL advertising
- Creatively minded, with a talent for briefing and delivering innovative and memorable, integrated marketing campaigns
- Good understanding of the full marketing mix and how digital marketing amplifies brand activity
- Ability to work at pace, handle shifting priorities and/or ambiguity and make quick decisions
- Experience of managing and inspiring a team
- Strong written and verbal communication skills
- Excellent relationship building skills and ability to positively influence others
- A passion for snowsports and/or travel

Values

- Be Passionate in everything we do.
- Work together as a united team.
- Be innovative embracing and driving change.
- Trusted, open and honest.
- Stand out and be distinctive.

If this sounds like a team you want to be part of, we'd love to hear from you.

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.