



### **Temporary Sales and Marketing Manager – Key Responsibilities:**

- Managing two members of staff - Marketing Co-Ordinator and Graphic Designer
- To have clear and objective thinking to ensure all our brands continue to grow and thrive; through exceptional marketing, data analysis, audience segmentation, perfect planning and project management
- This is a hands on role and you will need to inspire, influence and work closely with all kinds of people, internally and externally and one key responsibility is raising sponsorship for events; partnering with many organisations having established their goals, pitched to them and then exceed their expectations
- Create and deliver sales and marketing plans for the 8 different areas of the business (above), to meet the objectives of increased growth, development with the utmost care for each brand; working across the full marketing mix and encompassing online and offline marketing initiatives
- To develop income from all our brands via identifying target audiences and devising and implementing creative targeted marketing campaigns. To have the creativity and tenacity and commercial drive to see and develop new income streams
- Increase GYS ticket revenue and sponsorship income, YAS membership income, drive customers to Fodder, Pavilions of Harrogate and Yorkshire Event Centre and developing our events portfolio which currently includes Countryside Live and Springtime Live to reach their full potential
- To identify target audiences and devise campaigns which engage, inform and motivate.
- To work closely with the PR and Digital Managers to achieve a totally integrated marcomms team and create unified marketing campaigns ensuring cross department cohesion and shared objectives and measurement
- Actively manage a team of two to maximise positive productivity, providing strategic direction and leadership. Proactively engage with rest of organisation; including volunteers
- To operate as an integral part of the HOD's team: developing staff, achieving departmental and overall organisational goals and contributing to the on-going development of the organisation
- To ensure that all data related to marketing activity is fully analysed and take the necessary resulting actions
- Build strategic relationships and partner with key industry players and affiliated organisations
- Regularly review and update existing contractors and suppliers to ensure quality and best value
- Any other associated duties as may be specified from time to time.
- Develop the Society's different brands synergies, to ensure they all support each other
- Be creative, see things from a fresh perspective and help develop the whole organisation
- Any other appropriate duties or projects which may be added from time to time

The successful **Temporary Sales and Marketing Manager** will have a degree in marketing, or similar. Also will have experience in leading a Sales and Marketing department, developing marketing strategies and identifying new areas of growth, income and exposure across all areas of the business.

**Temporary Sales and Marketing Manager** – You will have :

- Strong leadership skills to instill a marketing led ethos across the organisation
- Strong creative skills with the ability to think outside the box and see things from a fresh perspective
- Up to date knowledge of the latest trends and marketing best practices
- Excellent project and people management skills with experience in managing during a period of change
- Digital and social media campaign experience
- Advanced communication and interpersonal skills
- The ability to understand business objectives and translate these into departmental and individual objectives
- The ability to effectively present information, reports and be an ambassador for the organisation.
- Excellent written and verbal communicator with engaging interpersonal skills
- Intelligent reasoning ability to define problems, collect data, establish facts and draw valid conclusions

You will also be:

- An upbeat, productive self-starter with the ability to work independently
- Comfortable working with numbers and data and good budget management skills
- Practical, tenacious and enthusiastic

The ideal candidate will have a deep passion for our brands and customer experience and be on point with trends in marketing, technology and the world around us

This role may be relevant if you have previously worked as a Product Manager, Marketing Communications Manager, Senior Marketing Officer, Head of Marketing, Head of Sales, Sales Director or as a Sales and Marketing Director.

To submit your CV for this exciting **Temporary Sales and Marketing Manager** opportunity, please apply with CV and covering letter to [recruitment@yas.co.uk](mailto:recruitment@yas.co.uk)