

Job Vacancy - Sales & Marketing Manager

Job Title: Sales & Marketing Manager

Reports to: General Manager / Deputy General Manager

Location: Fal River Visitor Information Centre, Falmouth

Salary: 24-30k dependant on experience + performance bonus

Company Healthcare Scheme (after 6 months) and pension scheme

Full Time / Permanent

Role Overview

You will be a member of the senior management team within Fal River Cornwall (Cornwall Ferries Ltd) and head up the sales area of our business. The Fal River brand consists of a portfolio of local business partners, marketing products such as the very successful Fal River Area Guide Book, plus our own marketing activities related to our ferry, charter and other business.

You will manage business-to-business sales for Fal River Cornwall and the Visitor Information Centre, you will manage our growing charter business, you will provide strategic input into the business and take responsibility for growing ferry ticket sales across our business. You will also be responsible for managing our partner marketing content as well as playing a key role growing our own business marketing.

Key Tasks

SALES

- Manage and develop business to business sales and ongoing partnerships/relationships for the Fal River Cornwall Marketing Membership / advertising as well as the Fal River Visitor Information Centre Membership
- Develop and implement dual marketing opportunities with partners throughout the year
- Develop and implement sales strategies for growth in ferry ticket and charter sales
- Set up Fal Mussel Card Visitor contracts and data collection
- Provide all Fal Mussel Card Visitor sales reports to 3rd parties

MARKETING

- Lead on production of the annual Fal River Area Guide Book, primarily managing the Fal River partnerships content and flat plan with our graphic designer and other support
- Lead on production of additional marketing material for the FalRiver partners and our own tactical marketing
- Manage any 3rd party marketing and advertising

- Lead and also work collaboratively with management team to deliver digital elements of partner memberships and partner relations - website updates, blogs, social media etc
- Manage regular partner communications and marketing activity
- Manage our network for ticketing affiliates: Fal River tickets agents/affiliates set-up and promotion
- Manage and develop all company discounts, offers, promotions and liaise on communications with ticket sales staff
- Lead on Fal River marketing and future business growth of the partnership

CHARTER / GROUPS

- Manage our charter business from enquiry to completion with assistance from and oversight of key operational staff
- Manage sales, promotion of all boat charter & tour group work
- Manage charter boat bar stock and sales
- Lead on our group travel side of the business

WIDER MANAGEMENT ROLE

We are looking for someone with the aptitude and versatility to build their role in the company in the following ways:

- Join the senior management team and have input and report back progress regularly
- Participate in management meetings to lead the business
- Take a share of on-call duties, using knowledge and understanding of the relevant requirements such as the DSM and company policies
- Deputise where appropriate for the General Manager and Deputy General Manager

Skills, Experience & Qualifications Required

- Marketing / Sales qualifications or equivalent experience
- Computer literate
- Self starting and motivated
- Experience in Business to Business sales
- Strong communication skills
- Strong team player with the confidence to manage relationships
- Commercially focused
- Strong understanding of company marketing activity
- Adobe Creative Suite experience desirable