

JOB DESCRIPTION - MARKETING MANAGER

If this sounds like the perfect opportunity then please submit your CV and covering letter to the People Team at recruitment@continuumattractions.com

PURPOSE OF THE ROLE

Responsible for driving visitor growth, enhancing brand awareness, and increasing revenue by leading the attraction's marketing strategy development and execution across digital, print, partnerships, PR, and events, ensuring the attraction remains a must-visit destination.

Undertake a variety of marketing activities to deliver and exceed the key business objectives from the attraction business plan. To build and develop existing and new target markets as agreed with the General Manager and Leadership Team.

KEY RESPONSIBILITIES

- Work with the Head of Marketing to develop and implement an annual marketing plan aligned to the attractions business objectives and commercial targets.
- Identify and grow key target markets using data-driven insights and guest feedback.
- Present weekly updates to the General Manager and contribute actively in management meetings.
- Plan and execute integrated, multi-channel campaigns to promote the site, seasonal events, and new attractions.
- Create compelling content across web, email, and social platforms to build engagement and drive ticket sales.
- Ensure all campaigns are creatively led, brand-aligned, and performance-focused.
- Manage and optimise the attractions website, digital ads, SEO, and social media platforms.
- Grow and engage online audiences and communities through proactive, localised storytelling.
- Monitor analytics and adjust activity to maximise reach, relevance, and return on investment.
- Act as brand guardian, ensuring consistent tone, messaging, and visual identity across all touchpoints.

- Conduct weekly site walkarounds with the General Manager to identify and implement improvements in on-site branding and signage.
- Support a seamless guest journey from initial awareness to on-site visit.
- Build strong relationships with local tourism bodies, accommodation providers, and media outlets.
- Manage all media and filming enquiries, and coordinate PR activity to secure positive regional and national coverage.
- Create and manage the annual marketing budget effectively.
- Track campaign costs and report regularly on spend, ROI, and marketing impact.
- Use market research, visitor surveys, and competitor analysis to inform decision-making.
- Monitor marketing KPIs and provide regular performance reports with actionable recommendations.
- Work closely with the central Continuum Marketing Team, on-site teams, and external agencies.
- Collaborate with Guest Services and Operations to ensure joined-up communications and event delivery.
- Attend all training sessions and team meetings as required.
- Work towards personal objectives and personal development plan.
- Ensure that all policies and procedures are adhered to

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role.

ATTRACTION SPECIFIC REQUIREMENTS

- Be the on-site contact for filming/media activity.
- Support with face-to-face guest queries and occasional complaint handling.
- Participate in weekend and out-of-hours working during peak periods and events.
- Welsh language skills are desirable but not essential.
- Thrive in a fast-paced, hands-on environment, being proactive, curious, and always ready to roll up your sleeves!

WHAT WE'RE LOOKING FOR

- A marketing all-rounder with proven experience in destination, tourism, or attraction marketing.
- A self-starter with creative flair and a commercial mindset.
- Skilled in content creation, campaign planning, and digital marketing tools.
- Confident working on-site with cross-functional teams and taking ownership of marketing performance.