

Job Description

Job Title :	Senior Marcomms Manager
Department :	P&O Cruises Marketing Communications
Reporting to (Job Title) :	Marketing Communications Director, P&O Cruises
No of Direct Reports :	4
Titles of Direct Reports:	Marketing Manager x 2 Mrk Exec x 2
Size of Department:	16 FTE
Budget Responsibility (direct) :	c.£13 million
Revenue Responsibility (direct) :	£
Date of issue:	December 2017
Issued by (name):	Emma Mahoney

Overall Purpose of Role:

To lead the account team, ensure all communications are delivered effectively and efficiently. Through deriving effective process, managing workflow across the whole team and ensuring right people on right job at right time to meet needs of the business and the individuals. To plan and oversee the running of the P&O Cruises above the line advertising strategy, managing a good relationship with appointed advertising and media agencies. Ensuring that the Marketing Communications Director and where necessary, VP and SVP are engaged in the origination and approval process and that the work produced is brand enhancing, compliant and in line with the commercial requirements of the business.

Main Activities and Responsibilities

Lead on key projects as required for Marketing Communications Director or Marketing VP.

Deputise for Marketing Communications Director as required including annual leave.

Lead on planning / coordinating and implementing cross functional pulse campaigns as directed by the Marketing Communications Director.

Manage the marketing managers and execs.

Manage the development of marketing comms.

Drive the advertising creative and offline media buying activity (including TV, press, radio, inserts supplements) as determined by the annual marketing plan and as weekly planning requirements dictate.

Facilitate a positive, transparent and professional relationship with the appointed agencies, including day to day handling of the business, status meetings, performance reviews, insights reporting and copy and creative approval, whilst always ensuring we remain advertising compliant with legal requirements.

Ensure business wide visibility and support of upcoming media campaigns via high profile and motivating advertising communications, and facilitate the integration of creative through the line (PR, CRM, Digital, Studio, Partnership Team).

Work closely with the digital team in the planning, creation, implementation and review of online display and digital strategies, ensuring a seamless customer journey from offline to online.

Ensure post campaign analysis and reporting and use insight to make strategic recommendations for future media planning.

Ensure our communications strategy is planned to a forecasted budget, with clear KPI's whilst utilizing spend in the most cost effective way.

Coordinate pitch processes with advertising or media agencies including other Carnival brands where necessary.

To drive the brand forward with standout creatives situated in innovative environments. Ensure TV shoots are planned efficiently with agencies, from creation of idea (storyboards, directors etc) right through to the filming process (working with on board events, legal, the ships etc) to ensuring it is seen by the most relevant audiences, within relevant programming.

Keep abreast of new media and advertising developments ensuring new opportunities are brought to the table for consideration / review.

Work with the CRM team, the digital team and fulfilment supplier to create a fulfilment plan for all ATL advertising ensuring it delivers a seamless customer journey from initial exposure to the brand through to booking. At the same time, take responsibility for the transference of enquirer data to the customer database complying with relevant Data Protection legislation and best practice.



People Management / Coaching / Development / Resourcing

Manage team of four with varied roles and responsibilities, ensuring they are fully engaged, have PDP and action plans are doing what they do best at work every day.

Develop the agencies knowledge and understanding of the P&O Cruises brand, product, market positioning and commercial objectives

Ensure the account is well planned, managed and that the agency resource is well utilised and exploited.

Budget Management / Financial Responsibilities / Revenue / Sales / Cost Management / Cost Control

Manage advertising and studio budget in line with finance and Sarbanes Oxley requirements. Maintain accurate records of schedules, invoices, and month end reporting to ensure all audit requirements are met.

Ensure that estimates are timely and accurate and that costs are strictly controlled as per agreed budget.

Use strategic insight to plan year on year budget dependant on commercial requirements.

Ensure the agency adheres to agreed audit procedures

Customer Responsibilities (Internal & External Customers)

Keep the agency abreast of commercial objectives, product developments and events that will affect the advertising strategy.

Ensure other stakeholders in the business are fully aware of current advertising propositions, advertising plans and creative work and where possible, are fully integrated.

Technical (including systems) and/or Professional Responsibilities

Ensure that the legal team are consulted on advertising activity to ensure we are fully compliant with ASA, Clearcast, Data Protection and other legal guidelines.

Administration Responsibilities

Develop campaign / advertising briefs based on insight to ensure agencies have clear direction of what is to produced and what the outcome from it is (KPI's),

Copy, image and final ad approval.

Coordinate status meetings driving follow up actions / requirements, keeping notes, correspondence and performance reporting.

Other Responsibilities



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Organise TV commercials and still photography (where applicable)

Foreign travel as required

Offer support to the VP and Marketing Communications Director and assist with the creation and development of communications strategy and business cases

General Responsibilities

Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employees control (list not exhaustive).

To undertake ad hoc duties as required.

Special Requirements (Equipment Used, External Contacts etc):

HESS

Lead by example by taking care of the health and safety of yourself and others

Report all accidents, 'near miss' incidents and work related ill health conditions to your manager and to the Facilities department.

Follow safety rules and procedures.

Use work equipment, personal protective equipment, substances, and safety devices correctly.

Take part in safety training & risk assessments and suggest ways of reducing risks.

Act safely in accordance with our Elev8 safety behaviours

Other Features of Job (travel, hours of work, working conditions etc):

- Regular travel to the Agency
- Occasional ship visits for TV and photo shoots

Location: Southampton Offices



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Person Specification

Job Title : Senior Marcomms Manager

Department : P&O Cruises Marketing Communications

Education, Qualifications and Training

Essential:

- Degree

Desirable:

- Marketing Degree
 - Marketing qualification, (CIM) or equivalent experience
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Experience

Essential:

- Experience of team/line management
 - Experience of working at senior management level
 - Excellent influencing skills, including at senior exec level
 - Extensive experience working on a large B2C piece of business, from client side, including the briefing, approval and production process.
 - Experience of budget management
 - Experience of planning and delivering communications TTL
 - Experience of TV advertising, creative production & media planning from the client side
 - Experience of media buying and media selection
 - Knowledge of print and broadcast media
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Work Based Competencies

Competencies that refer to the specific work related skills required for successful performance in the role. (e.g. technological competence, written ability, numerical ability, relevant legislative or procedural understanding, analytical ability, organisational ability and project management etc

Essential:

- Excellent communicator, good written ability
- Verbal reasoner
- Numerical ability
- Good interpersonal skills
- Office skills

Desirable:

- Project management
 - ASA aware
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Behavioural Competencies

Competencies that refer to the personal characteristics and behaviour required for successful performance.

Please ensure that this is linked to the generic competency framework. For example Commercial Acumen, Communication, Customer Focus, Influence, Motivation and Commitment, New ideas/Continuous improvement, Problem Solving and Decision Making, Team Work. Each level of competency required should be described specific to the level of the role.

Essential:

- Focussed motivated and determined to succeed
- Commercially aware, able to contextualise business performance with agency performance
- Enjoys the advertising process
- Able to communicate complex messages
- Able to foster a team culture but work independently

Desirable:

- Interest in behavioural sciences and how advertising works