



Job Description

Job Title:	Brand Manager – P&O Cruises
Department:	P&O Cruises Marketing
Reporting to (Job Title):	Director of Brand – P&O Cruises
No of Direct Reports:	0
Titles of Direct Reports:	N/A
Size of Department:	5
Budget Responsibility (direct):	£500k+
Revenue Responsibility (direct):	N/A

Overall Purpose of Role:

Working with the Marketing Communications, Guest Experience, Director of Brand and Marketing Managers, ensure the successful long term strategic development of the P&O Cruises brand proposition and brand experience, in line with the needs of our target audience and the long and short term commercial objectives of the business.

Drive ongoing brand development and innovation across the fleet in support of the overall brand strategy, creating compelling brand signatures and ‘this is the life’ moments that effectively differentiate the P&O Cruises experience.

Main Activities and Responsibilities

Brand Development: Act as the internal 'voice of the brand' on key projects to ensure we continue to deliver against our brand vision (and promises). Leading brand induction workshops for new starters and key agency partners as required.

Ensure that the brand architecture is effectively and correctly executed across all guest touch-points including 'people and process' as well as the products the guests experience.

Brand partners: Act as day-to-day contact for our brand partners to build a relationship and acquire sign-off on marketing collateral to promote the brand relationship and product to guests in all communication channels. Work with the Guest Experience, Marketing and PR teams to ensure that all brand partner activity is effectively executed and communicated in all relevant channels (on/offline). Work with Brand Director, Insights and Finance teams to put in place KPIs to measure brand partner performance and inform future planning. Work with Legal and procurement teams to manage contract renewals.

Influence Marketing Strategy: Use existing and new research to fully understand the evolving needs of our target audience, and develop a strategic partner approach within the Marketing department to ensure the marketing strategy (and execution thereof) stays in line with the long-term development of the brand.

Refit Strategy: Accountable for the briefing of all brand & guest focussed elements of ship refits to ensure adherence to the brand strategy, cost efficiencies and development of the fleet to meet guest and potential guest needs.

Proposition Lifecycle: Lead the creation of brand proposition guides where required to drive creation of product to enhance the guest experience. Work with all relevant stakeholders to assist in delivering a commercially viable product that addresses the full guest journey on board and ashore, and is prioritised by guest research findings.

Brand Guidelines and Assets: Support marketing communications in the ongoing development and adherence to the P&O Cruises brand guidelines and provide expert knowledge of the brands strategic direction and consult on marketing collateral and campaigns

Budget: Manage the brand development and partner budgets and deliver within forecast. Providing monthly reports against planned phasing and YTD totals.

Strategic Leadership

Brand Strategy: Support the ongoing development of the brand strategy for P&O Cruises, based on guest and competitor insight and in line with our desired market positioning. Drive evolution of our Brand architecture, and delivery of appropriate new products and services at all customer touch-points and refits. Oversee the delivery of key product development investments ensuring the appropriate cost/quality level.

People Management & Coaching

- Develop brand understanding with peers.
- Ensure appropriate manning of the brand department.

Financial Responsibilities

- Oversee the brand partner and brand development budget.
- Take into account the cost impact of all proposals and ensure cost efficiency of all brand products and services, to match guest budgets and meet brand commercial objectives.
- Ensure contracts are in place to optimise third party relationships and are in compliance with all legal requirement

Customer Responsibilities (Internal & External Customers)

- Influence marketing strategy: Use existing and new research to understand fully the evolving needs of our target audience, and develop a consultative culture within the Brand Marketing department whereby the marketing strategy (and execution thereof) stays in line with the long-term development and strategy of the brand
- Work with Director of Brand to ensure that all activity is coordinated, economically sound and covers the end to end customer interaction with the organisation

Technical (including systems) and/or Professional Responsibilities

- Expert in brand management and stewardship and understanding of commercial cost/quality and operational factors
- Commercial appreciation of activities & ROI (brand metric and commercial) modelling. Strong project management skills.

Administration Responsibilities

- Ability to construct sound brand proposition proposals, with commercial based business cases for any changes necessary to the brand specification
- Individual performance management (with Line Manager) and personal development planning.
- Compile a monthly report covering the principle activities of the department
- Attend marketing department meetings and Guest Experience planning meetings. Develop a good working relationship and liaise with key stakeholders.

HESS Responsibilities

- 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/supervisor/team leader
- 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
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our Safety behaviours



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General Responsibilities

- Adhere 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 employee's control (list not exhaustive).
 - Undertake ad hoc duties as required.
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Other Features of Job (travel, hours of work, working conditions etc.):

- Standard working hours: 35 hours per week.
 - Attend meetings and industry functions as required – some travel may be required for ship visits.
 - Potential unusual working hours during inaugural periods.
 - Based in Southampton Offices
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Person Specification

Job Title: Brand Manager – P&O Cruises

Department : P&O Cruises Marketing

Education, Qualifications and Training

Essential:

- Experience of leading Brand Development for a significant, lauded service based brand.

Desirable:

- Chartered Institute of Marketing Certificate.
 - Relevant academic qualification in such subjects as Business Management or Hotel Management.
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Experience

Essential:

- Blue chip brand management experience developed in a B2C environment.
- Experience of managing, developing and implementing brand and customer centred strategies.
- Solid use of research to evidence and plan.
- Experience of product & proposition development.
- Experience of influencing at a senior level.
- Previous team leadership exposure.
- Strong commercial cost/quality understanding.

Desirable:

- Experience in working within Hotel, Hospitality or Leisure space.
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The candidates, who will succeed and excel in this role, will naturally:

- Have exceptional communication and interpersonal skills with a great ability to engage with stakeholders at all levels and adapt communication style and approach as necessary. Have ability to express themselves easily and challenge others in a flexible and diplomatic manner.
- Be positive, enthusiastic with a 'can-do' attitude and a high degree of pragmatism. Results focussed and determined to deliver benefits to the business and our guests.
- Be energised by working in a team, both immediate and cross-functional and lead new working practices.
- Be able to work with minimal supervision, use initiative and demonstrate drive.
- Exceptional attention to and eye for detail that others may miss.