



## Job Description

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**Job Title :** **Brand Manager – P&O Cruises**

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Department : P&O Cruises Marketing

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Reporting to (Job Title) : Brand Director – P&O Cruises

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No of Direct Reports : 0

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Titles of Direct Reports: N/A

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Size of Department: 5

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Budget Responsibility (direct) : TBD

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Revenue Responsibility (direct) : N/A

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**Date of issue:** **October 2016**

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Issued by (name): Robert Scott

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### **Overall Purpose of Role:**

Working with the Marketing Director, Guest Experience Directors, Brand Director 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 customer touch-points from look and feel, to 'People & Process' documentation on board our ships.

**Proposition Lifecycle:** Lead the creation of brand proposition guides where required to drive creation of product & guest experience. Work with Guest Experience, New Product Development, Fleet Services and Customer Services to develop a culture of continuous improvement which is customer focussed, commercially viable and addresses the full customer journey on board and ashore, and is prioritised by customer research findings.

**Brand partners:** Act as day-to-day contact for our brand partners and 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, Insight 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.

**Refit Strategy:** Accountable for the briefing of all brand & customer focussed elements of ship refits to ensure adherence to the brand strategy, cost efficiencies and development of the fleet to meet customer and potential customer needs. Devise new ship concepts based on insight & robust business cases, as required.

**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.

**Brand Guidelines and Assets:** Lead the ongoing development and adherence to the P&O Cruises brand guidelines within communications (consumer marketing, on board & contact centre). Ensure all brand assets are kept up to date and accessible to stakeholders, including visual identity guidelines, tone of voice guidelines, logo assets, photography and illustration/animation

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

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## Strategic Leadership

**Brand Strategy:** Support the ongoing development of the brand strategy for P&O Cruises, based on customer 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 / Development / Resourcing**

Manage and motivate Brand Executive(s)  
Develop brand understanding with peers  
Ensure appropriate manning of the brand department

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

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 customer 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 of the brand

Work with Brand Director 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

### **Other Responsibilities**

Attend Marketing Department Meetings and Guest Experience Planning Meetings and develop good working relationships with key Operations and senior shipboard personnel



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Chair cross functional steering groups at senior management level where required  
Liaise closely with key stakeholders through agreed work flow processes

## **HES 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
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve ship risk assessments
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our Safety behaviours

## **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.

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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

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**Location:** Southampton Offices

**Job Title:** Brand Manager – P&O Cruises

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Department : P&O Cruises Marketing

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### Education, Qualifications and Training

**Essential:**

Experience of leading Brand Management for a significant, lauded service based brand

**Desirable:**

CIM

Business Management or Hotel Management Degree

MBA

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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
- Use of research to evidence and plan
- Experience of product development
- Experience of influencing at a senior level
- Team Management
- Commercial cost /quality understanding

**Desirable:**

- Hotel/hospitality/leisure
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### Work Based Competencies

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:**

- Team leadership,
- Brand Management
- Marketing skills,
- Planning ability
- Writing ability,
- Analytical skills,
- Budgetary control skills,



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- Numerical data analysis skills,
- Relevant legislative understanding,
- Project management skills,
- Spreadsheet + presentation skills,
- Commercial understanding.
- Strategic thinker
- Project Management
- Analytical and logical
- Excellent communication and influencing skills
- Good presentation skills

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## **Behavioural Competencies**

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

These are linked to our generic competency framework: Commercial Acumen, Communication, Customer Focus, Influence, Motivation and Commitment, New ideas/Continuous improvement, Problem Solving and Decision Making, Team Work. The following competency level is required for this role:

### **Essential:**

- Customer focus,
- Brand Champion personality,
- Enthusiastic, driven,
- Excellent communicator,
- Good influencer,
- Creative thinker,
- Good planner
- Problem solver,
- Good overseer of agency relationships,
- Good people manager
- Team player, yet able to work on own initiative,
- Good motivator
- Decision maker,
- Excellent attention to detail
- Organised
- Good commercial acumen.
- Ability to work well to tight deadlines,
- Hands on attitude,
- Approachable.
- Logical thinker,
- 'Can do' attitude.
- Intellectually astute