



CARNIVAL UK

Job Description

Job Title :	Brand Manager, P&O Cruises
Department :	Brand & Product Development
Reporting to (Job Title) :	Brand Director
No of Direct Reports :	0
Titles of Direct Reports:	N/A
Size of Department:	6
Budget Responsibility (direct) :	£2.2m
Revenue Responsibility (direct) :	£NA

Date of issue:	August 2019
Issued by (name):	Amy Harman

This role has been levelled at a CUK level 08

Overall Purpose of Role:

To lead the strategic development of the P&O Cruises brand proposition and brand experience, and drive creation of compelling and differentiating brand & product propositions, that underpin the P&O Cruises brand architecture.

The Brand Manager will act as a strategic partner across the business – proactively influencing, directing and consulting across varied projects in order to ensure alignment to the overarching brand strategy.

The role will also ensure P&O Cruises is identifying, developing and capitalising on opportunities to work with brand partners and individuals as well as extending the existing associated brand partnership opportunities. The role will take the lead on sourcing, briefing and contracting a strategic brand agency, and new brand partners, where required. Ongoing talent management, leading contract negotiations and ensuring any investment is fully leveraged is also an area of accountability.

Working closely with the Product, Guest Experience, Marketing & Sales teams, the role will drive the planning, coordination and implementation of cross functional brand initiatives in support of the brand strategy, including creation of multiple brand & product propositions to deliver new product and guest experiences. This also includes accountability for briefing of ship refits and new trade propositions.



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At all times, this role will be an ambassador and guardian of P&O Cruises brand positioning providing guidance and sign off of initiatives to teams across the business.

Main Activities and Responsibilities

Brand partners:

- Devise and lead the brand partnership strategy in support of key brand pillars to drive brand consideration amongst current and future target audiences.
- Source, brief and contract brand agency to support on 3 year brand partnership strategy.
- Establish brand partner project milestones, work with cross-functional key stakeholders to agree content & launch plans.
- Define KPIs to measure performance and inform future planning and strategy.
- Define content and marketing requirements, work to agree budget and timelines for delivery
- Act as day to day contact for partners and ensure all partner activity is effectively executed and communicated in all relevant channels to increase brand consideration and differentiation. Work with legal and procurement teams to manage contract renewals and day-to-day talent liaison and management.
- Manage associated budget

Brand development:

- Lead on planning, coordinating and implementation of cross functional brand initiatives including creation of multiple brand & product propositions in F&B, destination and Entertainment to drive new product and guest experiences.
- Accountable for briefing of ship refits to ensure adherence to the brand strategy, cost efficiencies and development of the fleet to meet current and future guest needs. Devise new ship concepts based on insight and robust business cases.

Brand Influencer:

- Use existing and new research to fully understand the evolving needs of our target audience (both current and future), and develop a strategic 'business partner' consultative relationship with key business departments (includes product, Marketing, sales and GE) to ensure strategies (and execution thereof) remains in line with the long-term development of the brand.
- Act as brand lead on Gfk brand tracking KPIs and performance to ensure all brand initiatives and priorities support shift in consideration, familiarity and brand image.

Brand Guidelines and Assets:

- Lead the ongoing development and adherence to the P&O Cruises brand guidelines within communications (consumer marketing, sales, 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 Management / Financial / Revenue / Sales / Legal

- Responsible for brand partner and brand development budget of £2m
- Ensure cost impact and efficiency of all brand activity to matched budgets and meet commercial objectives.
- Ensure contracts in place optimise 3rd party relationships and comply with legal requirements
- Responsible for £2m brand marketing budget.

Market Analysis and Customer Insight:

- Interpret and integrate customer insights, consumer trends and commercial justification into all proposition development work
- Monitor evolving market conditions and brand health, use appropriate customer and commercial metrics to measure and report on success of brand proposition developments.

Brand ambassador:

- Act as ambassador and expert of the P&O Cruises brand across the business, providing support and guidance to varied initiatives across the business required to align to P&O Cruises brand positioning.

Administration Responsibilities:

- Ability to construct sound brand proposition proposals, with commercial based business cases any changes necessary to the brand specification
- Ensure all areas of responsibility meet with legal and regulatory protocol.
- Manage all admin responsibilities linked to budget, planning and team management responsibilities.
- Construct sound commercial based business cases for any changes necessary to the brand specification.

Other Responsibilities:

- Attend regular cross-functional meetings to develop and implement brand initiatives
- Represent the P&O Cruises brand across all relevant projects / initiatives with accountability to provide brand direction and specification (for North Star)
- Attend Commercial Planning, Marketing Department Meetings and Product/Marketing Meetings and develop good working relationships with key Operations and shipboard personnel
- Liaise closely with key interfaces through agreed work flow processes
- Manage external agencies (used as required for brand development projects) harnessing a culture of collaboration and co-development as well as budget/time management.

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
- 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

Person Specification

Job Title: Brand Manager, P&O Cruises

Department: Brand & Product Development

Education, Qualifications and Training

Desirable:

- Industry recognised qualifications, e.g. CIM.
 - Educated to a degree level in a relevant subject, e.g. 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
- Use of research to evidence and plan
- Experience of building multi-faceted relationships with third parties
- Excellent and proven negotiation skills
- Experience of product development
- Experience of influencing at a senior level
- Commercial cost /quality understanding
- Have experience of agency management & interaction

Desirable:

- Delivering the above in the Hotel/hospitality/leisure sector
- Experience in talent management

Candidates, who will enjoy and excel in this role, will naturally:

- Be highly creative and innovative in approach with the ability to inspire
- Have an unrelenting focus on guest needs and the ability to align their needs with our business commercial needs
- Maintain a broad strategic perspective, whilst having a foot in and a good understanding of the detail
- Be a master in influencing and collaboration– this role is integral to ensuring our brand architecture is understood and executed business wide
- Have a creative approach but with a very strong handle on the commercials and understanding of the need to design and develop concepts that generate incremental revenue.
- Have strong leadership skills with the ability to drive initiatives in a large complex business where working cross-functionally is key
- Have strong planning skills with an instinct for foreseeing potential challenges and coming up with plans to resolve
- Thrive at the prospect of delivering inspirational presentations to broad audiences and senior stakeholders
- Get stuck in and not be afraid to operate at different levels based on the changing needs of the business.