



Blairs Holiday Parks
Candidate Information Pack
Blair's Marketing Coordinator

INFORMATION PACK FOR CANDIDATES FOR THE POST OF

Blair's Holiday Park's Marketing Manager

Dear Applicant,

Please find enclosed an application pack for the full time post of **Blair's Holiday Park's Marketing Manager** Opportunity which contains the following items:

1. Background of Blair's Holiday Parks & Job Summary
2. Job Description which includes Person Specification, Essential Criteria and Desirable Criteria for the role of Marketing Manager
3. Vacancy Application Form , including Equal Opportunity Monitoring Form
4. General Job Application Guidance Notes

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY

1. Your application pack contains information about the organisation, the job vacancy and the person required. You should read these carefully to ensure that the job and conditions are suitable.
2. You must complete all sections accurately and return them by the date and time indicated. You are also asked to complete a monitoring form (section 10).
3. It is your responsibility to ensure that sufficient information is provided to enable a short listing panel to assess your suitability for this post.

PLEASE SHOW CLEARLY IN YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND ENHANCED CRITERIA.

4. Applications, CVs and attached sheets:
 - Applications can be emailed or printed and posted to arrive by the deadline provided with Monitoring Form posted in a sealed envelope to arrive by the deadline date.
 - Attached CVs **will not** be considered.
 - Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.
5. It is the responsibility of the applicant to ensure that all sections are completed and returned by **5pm Friday 25th November 2023**

Please return completed application forms and all necessary documentation to

Vanessa Elder, Senior Supporting Services Manager, 60 Loguestown Road, Portrush, Co. Antrim, BT56 8PD

Or via email to vanessa@blairsholidayparks.com

Your equal opportunities monitoring form (Section 10) must also be completed and returned in a separate envelope.

6. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide documentary evidence of their identity for verification and photocopying

JOB DESCRIPTION & PERSON SPECIFICATION

POST:	Blair's Marketing Co-ordinator
LOCATION:	This is hybrid position- which is based both at Castlewood Holiday Park, Antrim and Hilltop Holiday Park, Portrush Depending on the needs of the business* *(Travel will be required to all other holiday park locations including. Occasionally travel within the UK may be required for business purposes.)
REPORTS TO:	Senior Supporting Services Manager
RESPONSIBLE TO:	Managing Director
Accountable to :	Board of Directors
Salary Band	£27,500 -£32,500 * (depending on experience)

About Blair's Holiday Parks

Looking to step into a career which will be different every day, creating amazing memories at work?!

Then why not consider applying for our Marketing Coordinator post at Blair's Holiday Parks.

You'll be joining the most successful holiday park business in Ireland, proud to deliver 4 * and 5 * self- catering accommodation across 3 holiday parks in Portrush, and more recently our newly developed venture at CastleWood Holiday Park, Antrim. Our Antrim based Holiday Park, also encapsulates our adventure side of the business, with our most recent addition of our Castlewood Tree Top Adventure High Ropes Course- which opened in Spring of 2023.

With 4 Holiday Park locations with 900 privately owned holiday homes to self-catering luxury caravans with spa facilities, as well as touring sites, camping cabins, geo domes and camping sites- this is a role with a little more variety and life to it!

Joining Blair's Holiday Parks means opportunities for career progression and job satisfaction every step of the way! Not only will you be part of a highly motivated and ambitious team which always strives towards surpassing our customer's expectation- you'll enjoy some great work related perks too!

So, if you are an experienced marketer who is hardworking, can work well as part of a team, have high attention to detail, relish challenges and finding solutions and look forward to boosting our #happystays ethos - then you're for us!

POST SUMMARY

We are looking for an experienced creative, enthusiastic, energetic individual to be directly responsible for the promotion of Blair's Holiday Park's brand in Northern Ireland and Ireland. We want you to maintain our number 1 position as a family holiday destination in Portrush, help build our Castlewood Holiday Park experience, as well as the go-to brand for caravan sales.

The successful candidate will also be directly responsible for developing, coordinating and delivering online and offline marketing campaigns to promote our diverse range of services across all our holiday park locations.

Person Specification

You will be a self-starter and ambitious, have the ability to work with limited supervision, with a desire to drive continuous improvement within your areas of responsibility. You will have the ability to work well under pressure. You will have the flexibility to work hours determined by the business from time- time- which may include working evenings and weekends. You are a creative and innovative thinker with a passion for staying ahead of industry trends. You will possess a high level of organisational skills and have a high attention to detail. You will be directly responsible for all marketing aspects of the business and will support key income generating areas, ensuring all marketing efforts directly support the Sales and Holiday Destination/ Experience teams to meet targets.

You will possess excellent and effective interpersonal skills and communication skills and be an enthusiastic team player ready for a challenge!

Essential Criteria

- Qualified to at least degree level in a Marketing/ or a Business Degree or relevant discipline
- Proven experience in a marketing role with minimum 2 years' experience in a similar role
- Proven Experience in working with agencies to develop fit for purpose Website and Apps, as well as proven working experience and knowledge of how to manage and update these marketing assets

- An excellent track record of coordinating multi -media marketing campaigns
- Practical marketing experience in delivering online and offline campaigns, as well as delivering comprehensive evaluation and analysis
- Practical experience in design software- ie canva or similar
- Proficiency in media booking, including press, radio, and paid social media.
- Excellent project management skills with a keen eye for detail in creative, design, and copy.
- Budget management skills and the ability to analyse and interpret marketing data.
- IT Literate and experience in all Office suite applications
- Have a full UK driving licence and access to a vehicle

Desirable

- Experience in Working in a similar leisure based environment
- First Aid Trained
- Access NI Checked
- Experience of delivering Customer Engagement Events, as well as industry trade show events

MAIN DUTIES AND RESPONSIBILITIES

Project Management: Deliver all marketing projects, from creative concept development to campaign execution. From basic in house graphic design tasks to working with designers on creative assets to developing social media and website content to maintain brand integrity and message consistency.

Content/ Marketing Asset Management: Developing engaging and informative content for various marketing channels- including social media, updating website, app, blogs, email campaigns and printed materials to ensure all our information is relevant, up-to-date and competitive.

Multi-Media Strategy: Collaborate closely with Senior Manager- Supporting Services to craft and implement all-encompassing marketing strategies that span multiple media platforms, encompassing press, direct to customer marketing, radio, and paid social media. These strategies are designed to elevate brand recognition, push caravan sales, holiday stays & experience events at both our Antrim and Portrush caravan parks

Digital and Social Media Expertise: Utilize your extensive expertise in social media platforms to manage and maintain Blair's Holiday Park's social media accounts. This will include content creation, scheduling, monitoring and engagement. A critical component of this role is your proficiency in orchestrating paid social campaigns, including sponsored posts. Assistant in the planning and

execution of digital marketing campaigns ,including SEO optimisation and email marketing.

Budget Management: With the support of the Senior Supporting Services Manager, work to marketing budgets, tracking and reporting expenses and ensuring cost effective marketing delivery.

Data Analysis: Monitor and analyse marketing campaign performance using various tools and platforms, providing insights and recommendations for improvement.

Collaborative Approach: Work closely with cross-functional teams, including sales, accommodation and entertainment to align marketing efforts with overall business goals.

Market Research: Stay updated on industry trends, competitor activities, and customer preferences to identify opportunities for growth and innovation.

OTHER DUTIES:

1. Maintain staff relationships and morale among all company staff.
2. Employees of the company are required to promote and support the vision and direction of the Board of Directors at all times.
3. At all times provide a customer focused service and to treat those with whom they come into contact in a courteous and respectful manner.
4. Demonstrate their commitment by their regular attendance and the efficient completion of all tasks allocated to them.
5. Carry out their duties and responsibilities in compliance with Health and Safety Statutory Regulations.
6. Adhere to Equality and Good Relations duties throughout the course of their employment.
7. Ensure the ongoing confidence of customers in the company commitment to excellent service provision.
8. To assist in the management of customer complaints to a satisfactory resolution for all parties.
9. Maintain high standards of personal accountability.
10. Develop and maintain effective communication networks and working

relationships with key personnel, both within and outside the company.

11. Represent the company when required.
12. To provide information and data to the company management as requested.
13. Any other duties as required.
14. Adhere to good data protection governance principles and maintain a high standard of confidentiality regarding all company business.

Clause: ***This job description is not meant to be definitive and may be amended to meet the changing needs of the company.***

October 2023

Blair's Holiday Park Employee Benefits

1. Use of Blair's Holiday Park facilities and activities for friends and family
2. Discounted Rates off holidays across all our sites
3. Discount Rates at our CastleWood Holiday Park Outdoor Pursuits Activities
4. Training and Development Opportunities, as well as team building days and nights out
5. Bonus reward and recognition schemes
6. Refer a friend bonus scheme
7. Pension Scheme
8. Annual Leave entitlement of 28 days, with an extra annual leave day per every 5 year's full service completed
9. Long service awards for permanent members of the team