JOB SPECIFICATION

JOB TITLE   Brand Activation Manager

REPORTING TO Head of Brand

LOCATION   Wales

ROLE SUMMARY

To passionately champion the value and uniqueness of our Brands internally and externally, with colleagues and customers alike.

You will support and proactively feed into the development of activation plans to strategically grow our brand health locally and nationally. To achieve this, you will deliver insight driven marketing activity plans according to the timelines agreed. These will be consistent and in line with national brand plans, although there will be occasional circumstances where bespoke localised activity is encouraged and approved. In such cases, you will be expected to proactively seek and raise awareness of these opportunities. Uncovering and collating information about local areas will be a fundamental part of the role, so that we can show off our truly local knowledge – all of the hidden gems that only the locals know about. To achieve this, building excellent relationships across the local and national teams will be key.

To prioritise your (and your Activation Assistant) tasks, you will quickly get to know the brand performance across the Welsh brands, including where specific opportunities and challenges are based on our internal insight/data.

Note: travel across Wales will be required to fulfil the role tasks and objectives.

KEY RESPONSIBILITIES FOR THIS ROLE
- Work cross functionally to succeed as one family of brands, locally and nationally.
- Manage 1x team member (Brand Activation Assistant), energising them to engage and support in future brand and campaign plans
- Advocate for and aid the transition to one brand
- Activate nationwide campaigns locally in line with the national brand approach & strategy
- Use the OCF guidelines to activate the brand across your Brands' touchpoints. This may include adapting central templates and assets to create impactful, local content such as:
    - Window displays
    - Printed materials, such as homeowner guides
    - In-property materials, such as welcome notes/information folders
    - Local/country-wide events in line with overarching brand strategy (travel within Wales required)
    - Local ATL when in line with national strategy, signed off centrally
- Harness information from across the local teams to uncover the very best, truly local hidden gems, in line with the content and/or campaign calendar themes and targets.
- Share this local content with the central marketing teams - through structured processes - to transform it into impactful copy, which will ultimately enhance your local website SEO and feed into other marketing channels. This may include ad-hoc requests from time to time and will include the following channels:
    - Email Comms

- o   Paid and Organic social
- o   Website content
- o   PR
- Work with the central marketing team to follow link building guidance for your local brands
- Build and maintain local relationships which help meet the objectives of:
  - o   Enhancing brand awareness
  - o   Generating recruitment leads
  - o   Securing 'on brand' holiday extra offers for our holidaymakers.
  - o   Securing valuable links for our websites
- Keep central marketers up to date with any parts of the portfolio (not individual properties) that need specific attention, so that this can be addressed through performance marketing channels.
- Complete local campaign and brand analysis for Wales based on KPIs set
- Meet on a monthly basis with the other Regional Brand Activation Managers and the Head of Brand to:
  - o   Proactively input to the brand campaign plan, feeding local needs and opportunities into the Head of Brand, to ensure that widespread 'on the ground' opportunities are being met with centralised solutions.

Receive updates on upcoming developments and campaigns

RESPONSIBILITIES FOR ALL ROLES AT TOCC
1. Support and promote the company's purpose, vision and values, using them to underpin your working practice
2. Work collaboratively, constructively and courteously with your immediate team and colleagues across the business
3. Use IT systems and equipment effectively, in line with company policy and agreed best practice
4. Adhere to all relevant workplace regulations, policies and procedures, including those relating to equality and diversity, health and safety and data protection
5. Undertake any other tasks that may reasonably be requested, including contributing to business projects

PERSON SPECIFICATION

You will be a natural team player, forming strong and authentic relationships with your local colleagues. Outside of your local offices, you will also develop an excellent network through collaborating cross functionally with stakeholders.   Your genuine passion for Wales will match your enthusiasm to discover local knowledge, both independently and from across the TOCC team. You will therefore not only know the go-to colleagues for local hidden gems, you'll care about what this expertise means for the experiences that we can offer potential and existing Holiday Makers/Homeowners. This passion will be complemented by your attention to detail to ensure accurate, efficient, and effective campaigns are implemented. As we move into the next phases of our brand strategy, you will be open to, and energised by change, constructively contributing to current and future strategies to secure their local and national relevance.

SKILLS/QUALIFICATIONS

- Exceptional communication skills, both verbal and written, with the ability to tailor the message and tone to achieve the desired response from a variety of audiences, both internally and externally.
- Excellent attention to detail
- Stakeholder management
- 1-2+ years brand and/or marketing experience or equivalent qualification

KEY PERFORMANCE INDICATORS

Specific targets TBC, overarching KPIs will focus on:
- Feedback from Key Stakeholders
- Driving OC brand engagement (utilising local brands to do so)
- OC share of sales
- Regional booking/sales targets
- Campaign performance
- % of repeat customers
- % of new customers
- H/o recruitment targets