

# SCENIC°

LUXURY CRUISES & TOURS

We are currently recruiting for a **newly created role of Manager, Scenic Eclipse Marketing** the successful candidate will be required to develop and implement strong industry leading, marketing and sales strategies in order to meet the business objectives and sales targets.

Reporting directly to the National Marketing Manager, the role will work closely with the Australian Product, Marketing, Sales and Trade team, as well as the international Scenic Eclipse team.

## The successful candidate will be required to:

- Develop and implement strong industry leading marketing and sales strategies to meet sales targets;
- Analyse market trends and develop recommendations to drive sales and lead acquisition;
- Develop and execute marketing campaigns through all channels to drive sales and meet targets;
- Analyse and review weekly sales and marketing results and report on results, issues, and next steps to achieve sales targets;
- Monitor, analyse and report on results and overall campaign success
- Make recommendations to create a competitive advantage and respond to competitor activities;
- Manage an annual marketing budget;
- Work with the National Sales Manager and Commercial Sales Manager to develop /sales initiatives and trade strategy;
- Work closely with the sales team to promote Scenic Eclipse including but not limited to webinars and presentations, develop product presentations to increase knowledge and provide updates, provide collateral materials for them to promote product or offers;
- Weekly review of activity with results and provide recommendation based on ROI;
- Work with the marketing team to deliver trade, direct and online marketing for Scenic Eclipse;
- Brainstorm new and innovative ideas for growth strategies;
- Work closely with the relevant Scenic Eclipse international team;
- Work closely with key customers to provide category and consumer insights back to marketing team with a view to improving sales;
- Ensure brand guidelines are adhered to and maintained.

## To be successful in this role the candidate must possess;

- Minimum 6 years work experience in a related marketing role with demonstrated success;
- Excellent communication skills with strong cross functional team management experience;
- The ability to manage a complex workload and tight deadlines;
- Thrive in a fast paced team environment with the ability to adapt quickly to market changes;
- Exceptional organisational and planning skills are critical for role;
- High attention to detail and the ability to produce work of a consistent high quality;
- Ability to manage and deliver a budget to approved levels;
- Ability to write content/copy with ease;
- Self-drive and a strong commitment to accuracy and quality outcomes;
- Strong analytical skills;

Ideally, we would prefer experience in the travel industry, preferably in the Ocean Cruise sector and travel both locally and internationally will be required. Please send applications through to [employment@scenic.com.au](mailto:employment@scenic.com.au) by COB Friday 16<sup>th</sup> March 2018.

