



Rheilffyrdd Ffestiniog ac Eryri Ffestiniog & Welsh Highland Railways

Gorsafyr Harbwr / Harbour Station, Porthmadog, Gwynedd, LL49 9NF

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MARKETING LEAD:

The Ffestiniog and Welsh Highland Railways are recruiting...

About Us:

The oldest railway company in the world still operating trains, the Ffestiniog and Welsh Highland Railways stretch for 40 miles through the glorious Snowdonia National Park. We've been in the business of looking after our passengers for more than 150 years giving them the best experience possible. A leading tourist attraction in North Wales, we are also proud to celebrate our reputation as an innovative high quality "Heritage" workshop. With an exciting time ahead of us as our popularity continues to grow, we are inviting you to become part of this experience and join our team...

The Role

We are looking for an ambitious, creative and dynamic marketing professional to join our existing team to develop, establish and maintain marketing strategies to meet organisational objectives.

As the Marketing Lead, you will report to the Commercial Manager and work closely alongside the Sales & Marketing Team to promote the Core Business & Services for our multi-location Heritage Railway.

You will be office based at our offices in Porthmadog where you can share ideas and develop your knowledge amongst likeminded can-do marketing professionals in a lively fun environment.

You will support the Commercial Team to drive the Marketing Plan forward, developing & project managing "National Campaigns" to reach existing and new target groups, plan events and liaise with department heads to develop and co-ordinate all their online and offline marketing requirements.

As a company we have ambitious sales and revenue targets and ultimately your role will help to generate new bookings both in “Peak Season” and “Shoulder Months” to achieve these targets.

Main Job Duties and Responsibilities

- Lead and coordinate all marketing, advertising, promotions and activities
- Develop & maintain the FFWHR Brand across all marketing channels
- Liaise with and support website management team
- Coordinate all social media activities
- Develop and implement all aspects of FFWHR Marketing Plans in conjunction with relevant business areas
- Analyse each campaign, making recommendations for future activities, including how to improve passenger conversions and drive campaign efficiencies
- Continually monitor passenger and revenue forecasts, making recommendations of any actions required to ensure forecasts are met
- Develop and implement marketing plans and projects for new and existing products / services
- Manage the productivity of the marketing plans and projects
- Monitor, review and report on all marketing activities and results
- Determine and manage the marketing budget and report on return on investment and key performance metrics
- Develop departmental, business-wide and external relationships for smoother business communication and transactions to take place
- Develop “Event Programme” with the Commercial Team to ensure information collated is accurate, on time and to budget
- Coordinate all internal events
- Liaise with and support marketing team with external events
- Liaise with the PR & Communications Lead ensuring all content is maximised across all media and social media channels

Education and Experience

- Minimum of 2 years’ marketing experience
- Business or marketing-related degree or equivalent professional qualification
- Experience in all aspects of developing and project managing marketing strategies

- A proven track record in full mix marketing is essential
- Experienced in digital marketing technologies, such as Google AdWords', Google Analytics, content marketing and the basic principles of SEO
- Excellent written and verbal communication skills, with the ability to write engaging copy for use on our website, brochures and email newsletters

Key Competencies

- Organisation and planning
- Strategic and critical thinking skills
- Data analysis and management
- Project management and coordination of all marketing activities
- Welsh speaker and writer preferable

“We will offer you...”

- Salary - £24,000 - £26,000 per annum depending on experience
- Attractive Pension Scheme
- Training and Career Development opportunities
- Travel and Expense allowance
- Free travel for you and your family on the Ffestiniog and Welsh Highland Railways, and after 6 months reduced rate travel on UK National Rail services

Closing date for applications: Friday 15th November 2019

If you believe that you meet all the above, we want to meet you! But first, we need to see your ability.

Along with a covering letter, please accompany your CV with a social media campaign or competition you would run to attract customers for the start of the season - March 2020.

Please send to our Commercial Manager – Clare Britton at applications@ffwhr.com

The Ffestiniog and Welsh Highland Railways are committed to increasing diversity within our workforce and to providing an inclusive working environment for all.

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