



ONE HUNDRED
KNIGHTS



Group Marketing Manager / Director

Who we are

We are a dynamic group of companies based in North Wales and the North West, which includes a group of hospitality venues which we run at both owner / operator level to a multidiscipline construction and developments company.

Led by a focussed senior management team of industry experts in their own fields, we are on an exciting journey acquiring, conceptualising and creating a portfolio of restaurants and bars, residential and leisure venues, where quality reigns and we understand the value of creating a brand.

Who we are looking for

A creative and experienced marketing expert, with senior management skills and a proven track record developing complete marketing strategies across a range of business's – experience and passion for hospitality is a must. This role will initially be a combination of 60% leadership and management and 40% doing, with a scope to develop an in-house marketing team as the business grows.

This is an opportunity to step away from the status quo, make a mark within a growing business. Managing different needs across a diverse range of business's, this role offers a real challenge with serious rewards for the right person.

Main duties and objectives -

- Delivery of the company's aspirations by setting goals and demonstrating leadership in devising the Marketing strategy.
- Great greater brand awareness for Knights Group and all of its component companies through a series of high level marketing strategies.
- Board contribution to top line sales and bottom line profit by strategic marketing of the brand – ensuring viable visibility and positioning within the Accommodation, Food and Beverage, Weddings, Events, Spa, Corporate and Leisure markets.
- Advising on and setting a Marketing budget for each section of the group to enable growth and success in each area.
- Implementing and actioning profitable Marketing activities through all outlets of brand, digital, publication, events, web and social media platforms.

Key responsibilities –

- Development and implementation of the marketing strategy for the brand across all markets, both on and offline.
- To assess performance (analytics, creative integration, teamwork, return on marketing investment, supplier performance) and pull together evaluation reports, and monitor and optimise performance.
- Be responsible for all aspects of websites, managing all third parties who deal with any aspect of website - Keep all website content updated and current.
- Ensure web strategy is leading edge and complies with all current legislation and best practice.
- Overall strategic management and coordination of social media campaigns.
- Develop a full suite of brand enhancing marketing tools to support the development of revenue generative local marketing activities and ensuring the marketing toolkit is always current.

- Liaise with the Directors and General Managers to identify business specific marketing activity to address any shortfalls within the budget and drive promotional campaigns to fill the gaps.
- Provide timely reports on the performance of all aspects of the marketing for the brand. This will cover levels of sales achieved, market share position (as available), bench marketing surveys (both qualitative and quantitative)
- Source suitable locations to exhibit the Brand and organise and attend exhibitions
- To lead the marketing and branding for the new hotel development
- Identify and secure brand partners and sponsors
- To develop an internal communication strategy for employees across the group and implement monthly updates and employee award activity.
- Create a stakeholder relations plan and successfully build a network of contacts throughout the North Wales and North West regions to help grow partnership working and develop key relations.
- Develop Corporate Social Responsibility strategies for the businesses where relevant.

The ideal candidate will –

- Have the ability to lead by example and have an eye for detail.
- Strive to achieve high performance standards.
- Have a black book of key regional PR/Stakeholder contacts throughout a range of industries (in particular those related to hospitality).
- Be an effective communicator both verbally and written.
- Be able to manage time effectively and to prioritise actions.
- Have the ability to make decisions, seek solutions and looks for continuous ways to improve.
- Be able to use their initiative and be flexible, co-operative and open.
- Be able to work independently or in a team.
- Be organised, efficient and productive.

Job Title: Group Marketing Manager

Working Hours: 45 hours per week

Salary: Competitive Salary – Dependant on Experience

To apply for this role, please send your CV and a cover letter to mjones@knightsconstruction.co.uk

Applications will close on Friday 30th October.