

Job Description – Head of Marketing

We offer the unique opportunity to join Abercrombie & Kent, an international company widely regarded as the leading luxury travel company in the world. Abercrombie & Kent was founded in 1962 and has grown into an international travel group with 56 offices in 30 countries.

Job Title: Head of Marketing
Reports To: Regional Managing Director
Location: Melbourne
Direct Reports: 5
Prepared Date: 2020
Status: Permanent Full Time

Main Objective:

While global tourism is facing many challenges, all indications are that luxury travel will recover faster than other sectors, offering customisation and personalisation to guests. A&K is looking ahead to the future with ambitious plans for recovery.

The Head of Marketing is responsible for the strategic marketing direction and day to day marketing operations for A&K in Australia, Asia-Pac and New Zealand. They will take a strategic, profit focussed approach, and will provide the fuel that drives the growth central to A&K's exciting strategic plan.

The individual must possess a well-tested knowledge of marketing principles and disciplines, and will be capable of innovating, developing and delivering a marketing strategy incorporating a broad range of media, with a strong emphasis on digital activity, above and below the line activity.

They will collaborate with the business to uncover insights and strategies to develop and implement marketing and branding strategies for new and existing products, consistently identifying revenue opportunities.

The individual will identify short-term and long-term scheduling, budget and resource needs, including the development and management of an annual marketing budget, profit/loss projections, expenditure spending, and other financial considerations.

They must understand key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends in order to translate results into actionable insights for the marketing team.

The Head of Marketing will drive growth through marketing initiatives and contribute overall strategic planning through leadership, vision and an understanding of luxury brand marketing requirements, with particular knowledge and experience of web optimisation and enhancing user experience.

Internal communication is important, as is working with other department heads to take product to marketing and work in conjunction with our strategic sales efforts.

This role requires a dedicated, self-motivated person who has a drive and passion for innovative brand development.

Main Responsibilities

- In conjunction with the Regional Managing Director, to develop and implement a corporate marketing and brand strategy to generate and increase multi-channel sales. Develop annual budget and comprehensive marketing plan.
- To lead the development of our marketing plans working closely with external and internal partners, to create an effective and efficient marketing strategy focused on growing audiences for our products and services.

- To spearhead the strategic and tactical execution of marketing campaigns, including design of test/control segmentation, implementation of tests, tracking, results reporting, analysis, and recommendations
- To manage the Marketing team and ensure the effective utilisation of skills base
- To oversee all digital marketing activity – including, but not limited to:
 - Managing the user experience of the website including site navigation, content development and promotional campaigns
 - Developing and overseeing the effective planning and execution of content across the websites and online marketing campaigns to ensure efficiency, accuracy and timeliness of all web content publishing
 - Driving online traffic to the website
 - Tracking conversion rates and making improvements to the website based on the findings
 - Utilising a range of techniques including paid search, SEO and PPC
 - Design, build and maintaining our social media presence
 - Evaluating customer research, market conditions and competitor analysis
 - Review and recommendation of new technologies to keep the company at the forefront of digital marketing activity
 - Identifying trends and insights, and optimising spend and performance based on the insights
 - Managing all aspects of web analytics related to eCommerce
- Participate in the development and execution of group strategic and tactical business plans with other members of the global organisation.
- To oversee all direct marketing activities which include direct mailings, Sundowner Magazine, e-marketing and other activities
- To manage and grow all Marketing activities focussing on an aggressive customer acquisition & retention strategy. Ensure that creative/collateral is brand appropriate, stylish and contains compelling body copy.
- To have overall responsibility for the database, ensuring optimum utilisation of the latest modelling and profiling tools, and effective segmentation and analysis as well as ensuring data is clean and well maintained.
- To enhance and manage A&K's effective Loyalty Marketing programme.
- To identify and develop potential partnerships with a view to growing the customer base and establishing the brand.
- To manage website development to ensure the dynamic positioning of A&K in the market, to adhere to brand principles, identify and develop e-commerce opportunities and above all to ensure that all marketing activity drives customers to the website.
- To plan an effective and well-balanced advertising campaign across an appropriate cross section of national trade and consumer media publications within a pre-defined budget.
- To oversee the implementation of a CRM system and develop a marketing analytics platform
- To manage the participation in key consumer events during the course of the year. Oversee and approve arrangements for events.
- Develop and implement ongoing public relations initiatives.
- In conjunction with the Product team to ensure that new products are supported with an effective marketing strategy.
- As part of the senior Management team, contribute to the day to day running of the Company, contribute to strategic decisions and provide leadership to the company

People Management

- Day to day management of direct reports, delegating tasks as required
- Assist in recruitment and training of new team members
- Take a leadership role in learning and development of direct reports in line with A&K Values
- Conduct 1:1 meetings, 6 month reviews and annual performance reviews with direct reports
- Setting and tracking of goals and objectives and incentive schemes for direct reports
- Management of leave requests for direct reports in line with A&K policies and processes

Selection Criteria

Knowledge & Experience:

- Tertiary Marketing qualifications
- Extensive experience in a marketing role at a senior management level
- Demonstrated experience developing and delivering a marketing strategy incorporating a broad range of media including digital media, above and below the line activity
- Demonstrated experience in successfully managing a team
- Prior experience of luxury marketing
- Extensive experience working with CRM systems
- Commercial awareness and vision
- Experienced at managing external suppliers/agencies to ensure delivery of required outcomes
- Proven experience developing and implementing a range of marketing initiatives

Skills & Aptitude:

- Strategic thinker and confident decision maker
- Financial management skills and ability to understand and make profitable decisions
- Customer service ethic
- Excellent attention to detail
- Lateral thinking across multi-disciplines in marketing
- Exceptional communications skills – both written & verbal
- Team player with an enthusiastic approach to the job and the ability to work collaboratively across multiple departments
- Proactive with a willingness to take on challenges, be innovative, problem solve and drive efficiencies
- Strong time management skills and the ability to manage and meet deadlines whilst under pressure in a rapidly changing environment
- High level leadership skills and the ability to guide and motivate a diverse team
- Strong networking skills
- Embracing the A&K Australia Core Values

Other Information

- Up to four weeks travel (interstate and overseas) per year may be required to participate in familiarisation trips, trade shows, attend meetings
- Some out of hours work may be required to attending events, functions, training or seminars
- Hazards of this role include; high volume workload at certain times of the year and the requirement to meet tight deadlines which could require out of hours work.

Abercrombie & Kent's Corporate Environment and Values:

A&K provides an inspiring environment with competitive benefits, staff development opportunities and remuneration and the chance to excel through innovation, collaboration and exemplary customer service.

Our corporate values encompass:

Pioneering - We are committed to being innovators, pushing boundaries and being the creators of the most inspirational travel experiences to the most remote, exclusive and exotic destinations in the world serving both existing and emerging markets.

Courageous - Courage is about standing up for what we believe in as well as trying new things and being creative, whilst taking responsibility for our own actions. We uphold corporate values, our brand and our commitment to philanthropy without compromising the luxurious experience our guests demand.

Trustworthy - Guests and colleagues can depend on us to deliver to high standards of professionalism and quality. We can be relied upon to be honest, truthful, transparent and open with all of our guests, colleagues and suppliers ensuring guests' safety and security giving them comfort and peace of mind.

Integrity - Integrity is about taking pride in what we do, what we stand for and basing our actions, every day, everywhere in the world, in ensuring our values become a reality for our guests, internally and externally.

Stylish - Superb service delivered with panache enabling our guests to have "the perfect experience", "Insider Access" and memories of a lifetime.

Welcoming - Warm and hospitable, putting our guests at ease. Energy and passion to put our best foot forward and exceed guests' expectations.

