



## Job Vacancy Information Pack

### Post: Head of Digital Sales and Marketing

**Job Reference: EX608 (please quote on application form)**

This pack contains all the information you need to know when applying for a vacancy at Yorkshire Wildlife Park, included in the sections below:

1. Important Information
  - Useful information about the recruitment process, equal opportunities, company & departmental information.
2. How to apply
  - Accepted methods of application and how to submit.
3. Application form
  - Yorkshire Wildlife Park encourages green practices. Please reduce your ecological footprint by completing the form electronically and returning via email.
4. Job Description
  - A breakdown of the vacancy and what is expected from the successful applicant.
5. Job and Person Specification
  - A list of essential and desirable criteria for the post.

## Important Information

### The Organisation

Thank you for your interest in our advertised vacancy. Since its opening in 2009, Yorkshire Wildlife Park has evolved to become the UK's number 1 on-foot safari. We feature walkthrough exhibits that take the guest directly into the world of the animals. A dynamic centre for conservation and welfare, the park currently has around 475 animals across more than 60 different species. We aim to provide a quality, value for money experience that excites and inspires our guests.

### Equal Opportunities

Yorkshire Wildlife Park is committed to equal opportunities in all aspects of recruitment and employment. Job descriptions and person specifications define the qualification, experience and other skills required for the post and will only include those factors which are necessary and justifiable on objective criteria for the satisfactory performance of the job.



As part of our commitment to equal opportunities we are monitoring job applications for equality purposes. To help us in our endeavours we ask you to complete an equal opportunities monitoring form at the end of the job application form. The equal opportunities monitoring form will be detached from your application form, stored separately and used solely to provide statistics for monitoring purposes.

### **Yorkshire Wildlife Park's Mission Statement**

To create a dynamic, interactive experience and regional centre of excellence for the conservation of biodiversity globally and locally that is sustainable both for the environment and the business. To promote a wider understanding of the natural world and inspire generations to support and protect the world around them.

### **Marketing at Yorkshire Wildlife Park**

Yorkshire Wildlife Park is one of the top attractions in Yorkshire and is in the top 10 of UK zoos, with footfall of 750,000 visitors per year.

The marketing department is responsible for delivery of the following business objectives:

- Delivering exceptional Guest Experience information including all printed and digital collateral, visitor experience e-mails, website and social media.
- Brand Management and PR.
- Corporate business (conferences, meetings, teambuilding days) to meet the objectives set by the board.
- On site marketing and product development (special experiences, annual passes, special events, catering, retail and Safari Village).

### **Shortlisting**

To ensure that the people we employ are matched to the role and our business aims, we operate a robust shortlisting procedure which involves a two-stage interview process. Candidates should ensure before they apply for a position with YWP, that as a minimum they meet the essential criteria outlined in the person specification.

Due to the volume of applications that we receive, it is our policy not to inform candidates who have not been shortlisted to interview stage. If you do not hear from us within one month of the closing date, we will have decided not to take your application any further.

### **Pre- employment Checks**

All offers of employment are made subject to the following criteria:

Proof of eligibility to work in the UK and two satisfactory references.



## How to Apply

All applicants are encouraged to fully complete the YWP application form. You should refer to the person specification when completing Section 5 of the application form as this is the criteria that we use to measure you against.

Complete application forms should be returned to the HR Department by midnight of the closing date specified. Late applications will not be accepted.

Yorkshire Wildlife Park promotes green practices, please support us in our endeavours by completing the application form electronically and returning via email. A CV can be used as a supportive document to the application form.

Complete application forms should be returned to the HR Department via email:

[recruitment@yorkshirewildlifepark.com](mailto:recruitment@yorkshirewildlifepark.com)

## Application Form

The YWP application form is available to download from the vacancies page of our website in pdf and word format.



## Job Description

**Job Title:** Head of Digital Sales & Marketing  
**Reporting to:** Director of Marketing & Communications  
**Department:** Sales & Marketing

### Primary Responsibilities

Daily management of Wild Life group's digital marketing strategy and presence across a range of online platforms. Responsible for the development and execution of digital strategy, increasing conversion rates and maximising upselling and cross selling opportunities.

### Key Work Objectives

- Develop and execute a comprehensive digital strategy that aligns with the company's overall goals and commercial objectives.
- Drive CRM/ database growth, customer development, email and data insight. Create and implement paid advertising campaigns that drive traffic and increase conversion rates working alongside business leads to help deliver their KPI's.
- Manage the company's social media accounts and oversee the creation of content for various digital channels such as the website, social media channels, e-mail marketing, SMS and the App.
- Oversee and manage the website design/development team/agency to optimise the company's web presence and customer journey and always SEO optimized. Maximise online opportunities for e commerce, upselling and cross selling.
- Stay up to date with digital and creative trends and technologies and recommend new initiatives that will benefit the company's digital strategy.
- Create and monitor metrics to measure the effectiveness of digital campaigns and strategies, regularly review analytical reports, and utilize data to improve performance across various digital channels. Provide regular reports on sales and digital performance, identifying areas for optimisation and seeking out innovation and development.
- Manage and optimise budgets to ensure maximum ROI and efficiency, supporting the growth of online revenue through conversion rate optimisation projects related to our varied commercial opportunities.
- Manage the organisation's external digital agencies and partners.

### General

- Maintain high levels of professionalism, service and personal appearance.
- Undertake any other reasonable duties which may be requested of you by the Board of Directors.
- Responsible for leading by example regarding compliance with health and safety regulations for yourself, other staff and visitors.



## Job Specification

<b>Job Title:</b>	Head of Digital Sales & Marketing
<b>Reporting to:</b>	Director of Marketing & Communications
<b>Working Hours:</b>	Basic of 40 hours per week scheduled in accordance with business requirements, usually worked 5 days over 7 (to include weekends and bank holidays as required). The successful candidate will be required to work on site 5 days per week.
<b>Salary:</b>	Competitive
<b>Contract:</b>	Permanent (subject to the successful completion of a six-month probationary period)
<b>Purpose of Role:</b>	To develop and deliver digital sales and marketing strategy.

### **Main Duties & Responsibilities:**

- Develop and execute a comprehensive digital strategy that aligns with the company's overall goals and commercial objectives.
- Drive CRM/ database growth, customer development, email and data insight.
- Manage the company's social media accounts and oversee the creation of content for various digital channels.
- Oversee and manage the website design.
- Create and monitor metrics to measure the effectiveness of digital campaigns and strategies.

### **Candidate:**

- Proven experience as a Digital Director/Senior Digital Marketing Manager, with at least 5 years in a similar role ideally from a digital agency background having worked on attractions/leisure/ hospitality/travel previously.
- Excellent analytical skills and the ability to interpret data and make informed decisions and strategy.
- Strong leadership and people management skills with the ability to manage and develop a team in house and with agencies.

**Start Date:** As soon as possible

**Closing date for applications:** the position will remain open until sufficient relevant applications have been received.



## Person Specification

### JOB TITLE: HEAD OF DIGITAL SALES & MARKETING

Assessment Criteria	Essential (E) Desirable (D)
<b>Experience</b>	
At least 5 years' experience working in a Digital Director/ Senior Digital Marketing Manager role or another similar, comparable role.	E
Previous experience working in a senior digital sales/ marketing role within the leisure, hospitality, travel and/ or attractions sectors.	D
Creating and executing comprehensive, creative and innovative digital marketing strategies that deliver business results.	E
Managing and optimising budgets to ensure maximum ROI and efficiency.	E
<b>Skills / Abilities</b>	
Strong leadership and people management skills with the ability to manage and develop a team in house and with agencies.	E
Excellent analytical skills with the ability to interpret data and make informed decisions and strategy.	E
Flexible thinking and adaptable communication skills to work with different teams to communicate ideas and strategies to support business growth.	E
Thrives working in a very fast paced, multi-faceted commercial environment.	E
<b>Knowledge</b>	
In depth knowledge of PPC advertising, SEO and social media brand building and marketing. Ideally with a working knowledge of Umbraco.	E
Good understanding of budgetary management.	E
<b>Qualifications</b>	
Degree in marketing, business management or related field.	E