



Job Specification

JOB TITLE *Brand Manager – Original Cottages and Niche Retreats*

REPORTING TO Head of Brand

LOCATION Reepham, Norfolk (once a month, minimum)

Role summary

To passionately champion the value and uniqueness of our national brands, internally and externally, with colleagues and customers alike.

You will own, support and drive forward the development of the 'Original Cottages' and 'Niche Retreats' brand activation plans to strategically grow our brand health locally and nationally. To achieve this, you will execute and deliver insight driven marketing activity & campaign plans according to your budget and agreed timelines. These plans will also be in collaboration with the wider marketing team, the Regional Brand Activation Managers, and in some cases the wider team across the business. Influencing and engaging with others will therefore be fundamental to maximising opportunities and increasing brand penetration. Throughout the campaign calendar you will continuously look to learn from and improve national activation plans through consistent data sourcing and analysis of results.

Key responsibilities for this role

- Create and develop engaging brand campaigns from initiation through to implementation
- Work in collaboration with key stakeholders to deliver campaigns. This includes the wider marketing team as well as cross functionally in the business
- Lead projects that create demand, enhance brand awareness, get people talking and drive customer advocacy (homeowner and holidaymaker) – all while upholding a smooth, integrated process.
- Be a brand guardian and constantly work to clarify, articulate and execute creative marketing programs that embody the brand's tone, values and proposition

- Measure and report on brand marketing performance, using sound judgement to optimise activity and ensure final targets are met
 - Budget management to ensure marketing activity is delivered within budget
 - Drive understanding of and engagement with the brand across the business
 - Support the Marketing Director and Head of Brand in the development and implementation of the long term Original Cottages Family brand strategy
 - Manage ongoing relationships with external agencies
 - Continuously seek to understand the moving market and customer dynamics
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Person specifications

You will be a natural team player, forming strong and authentic relationships with your everyday colleagues as well as building an excellent network across the wider business. You will enjoy the challenge of influencing others, understanding how your objectives support the wider TOCC ambitions. You will have excellent attention to detail, whilst also being able to think strategically about the 'bigger picture' to ensure that the OC brand is built at both a national and local level (in collaboration with the Head of Brand and local Brand Activation Managers). This will be complemented by your genuine passion for the holiday cottage industry, and how we can bring our local expertise to life for our customers (HM/HOs). You won't be afraid to think boldly about our brand ambitions, but equally balance this with data led insights. As we move into the next phases of our brand strategy, you will be open to, and energised by change, constructively contributing to current and future strategies to secure their local and national relevance.

Responsibilities for all roles at Tocc

1. Support and promote the company's purpose, vision and values, using them to underpin your working practice
 2. Work collaboratively, constructively and courteously with your immediate team and colleagues across the business
 3. Use IT systems and equipment effectively, in line with company policy and agreed best practice
 4. Adhere to all relevant workplace regulations, policies and procedures, including those relating to equality and diversity, health and safety and data protection
 5. Undertake any other tasks that may reasonably be requested, including contributing to business projects
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Skills/Qualifications

- A passion for all things brand and marketing!
- Exceptional communication skills, both verbal and written, with the ability to tailor the message and tone to achieve the desired response from a variety of audiences, both internally and externally.
- Data and Analysis and Insight generation
- Excellent stakeholder management
- Strong analytical, problem solving and decision making skills
- Excellent attention to detail
- Highly organised/strong project management (not necessarily a 'project manager')
- 3-4+ years brand and/or marketing experience or equivalent qualification