



## Job Vacancy Information Pack

### Post: Marketing & Promotions Executive

**Job Reference: EX500 (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, subsidiary of Wild Life Group Limited, has evolved to become the UK's number 1 on-foot safari. We feature walkthrough exhibits that take our guests directly into the world of the animals. A dynamic centre for conservation and welfare, the park currently has around 558 animals across 58 different species.

Yorkshire Wildlife Park's £50 million expansion strategy will see a 150-acre expansion of the existing site. This will include new animal reserves, lakes and landscaping and a visitor support hub with restaurants and a destination hotel.

### 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 opportunity monitoring form at the end of the job application form. The equal opportunity 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.

### **Sales & 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 communication and information across 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).

### **Use of Curriculum Vitae (CVs)**

Our policy is to recruit and employ our employees on the basis of their suitability for the vacancy.

An application form allows us to compare individuals based on the same criteria and as such we do not accept a CV unless it is accompanied by a fully completed application form.



### **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 and are available to attend interviews on the dates outlined on the job specification.

Due to the volume of applications 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 required to fully complete the YWP application form in order to be considered for any vacancy. You should refer to the person specification when completing Section 5 of the application form as this is the criteria 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 under any circumstance.

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 but cannot be used to replace any part of the application form. Applicants who have used their CV to replace parts of the application form will have their application rejected.

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

[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:** Marketing & Promotions Executive

**Reporting to:** Head of Sales & Marketing

**Department:** Sales & Marketing

### Primary Responsibilities

- Plan, implement and evaluate targeted marketing and promotions campaigns for YWP seasonal events, commercial products and for the various business areas of the Yorkshire Hive.
- Meet objectives relating to overall marketing strategy.
- Maintain effective working relationships with key people and agencies across the organisation to prioritise business demands.
- Work closely with the team to produce required assets and marketing tools for commercial products and campaigns to different audiences.

### Key Work Objectives

- Monitor and manage marketing and promotional activity for a variety of seasonal campaigns which include but are not exhaustive of events, catering offers, memberships, corporate hospitality, uproar play barn and the Hex Hotel.
- Attend meetings with business leaders as required.
- Undertake research to assist with the preparation of marketing campaign.
- Ensure campaign activity is in line with business leader's project briefs, deliverables, timescales and budgets.
- Maintain a high standard of communication.
- Assist with organising and attending corporate and public events and exhibitions on behalf of the various business areas as and when required.
- To assist in identifying new business leads and conducting sales activity where needed.
- Produce reports for senior members of the team as required

### General

- Maintain the highest levels of professionalism, service, and personal appearance at all times.
- To be responsible, along with other staff members, for compliance with health and safety regulations for staff and visitors.
- Undertake any other reasonable duties which may be requested of you by the management team.



## Job Specification

<b>Job Title:</b>	Marketing & Promotions Executive
<b>Reporting to:</b>	Head of Sales and Marketing
<b>Working Hours:</b>	Basic of 40 hours per week scheduled in accordance with business requirements (to include weekends and bank holidays as required)
<b>Salary:</b>	£24,000 gross, per annum
<b>Contract:</b>	Permanent (subject to the successful completion of a probationary period)
<b>Purpose of Role:</b>	To drive and deliver marketing campaigns across the Yorkshire Hive

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

- Project manage multiple marketing campaigns across various business areas
- Deliver marketing campaigns alongside the core marketing team to an exceptional standard
- Ensure key commercial campaigns are prioritised

### **Candidate:**

- Acute attention to detail with the ability to problem solve autonomously.
- Thrives on a fast-paced environment, constantly adapting to evolving context.
- Experience of managing content and campaigns over multiple business areas or agencies.
- Strong people skills and the ability to manage various projects all at one time are essential for this key role. This is to ensure business development and growth maintains momentum for the various commercial elements of Yorkshire Wildlife Park and the Yorkshire Hive.

**Start Date:** As soon as possible

**Closing date for applications:** Sunday 5<sup>th</sup> February 2023



## Person Specification

**Job Title: Marketing & Promotions Executive**

Assessment Criteria	Essential (E) / Desirable (D)
<b>Experience</b>	
Experience of managing content and campaigns over multiple campaigns	E
Experience of social media platforms, CMS systems and e-marketing tools	E
Has previously worked in a fast-paced environment managing multiple projects at once	D
Experience of copy writing and proof reading	D
Has previously worked within a marketing role for a minimum of two years	E
<b>Skills / Abilities</b>	
Experience or knowledge of the tourism/hospitality/cultural sectors	D
Experience of account management	D
Excellent communication, engagement and interpersonal skills	E
Ability to problem solve and adapt quickly in a fast-paced environment	E
Strong copy writing skills	E
<b>Knowledge</b>	
A thorough knowledge and understanding of different marketing assets	E
Knowledge of different strategies to drive a successful campaign	E
<b>Qualifications</b>	
Diploma in a marketing related course or equivalent	D
GCSE in English grade C or above (or equivalent qualification)	E