



Job Vacancy Information Pack

Post: CRM & Digital Marketing Executive

Job Reference: **EX295 (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 400 animals across 70 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.

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 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).

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 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 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 the below means:

Email: recruitment@yorkshirewildlifepark.com

And if email is unavailable

Post: HR Department, Yorkshire Wildlife Park, Brockholes Lane, Branton, Doncaster, DN3 3NH

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: CRM & Digital Marketing Executive
Reporting to: Head of Sales & Marketing
Department: Sales & Marketing

Primary Responsibilities

- As the organisation lead for Customer Relationship Management (CRM) you will be responsible for managing customer data to support the sales function of the business. This will involve the management of targeted campaigns via various digital marketing platforms.
- Oversee and implement digital campaigns and web strategy, including content provision to meet business requirements.
- Meet objectives relating to overall marketing strategy.
- Work closely with the team to market various products and campaigns to different audiences.

Key Work Objectives

- Develop, implement and manage content and strategy for CRM and e-marketing campaigns.
- Devise strategies through targeted campaigns to drive online traffic to the YWP website.
- Be the key lead for SEO and Google Analytics on the YWP Website.
- Implement and monitor paid digital advertising to ensure cost efficiency of online campaigns.
- Evaluate customer data, track market conditions and competitors to ensure YWP continues to be an industry leader.
- Review new technologies and keep YWP at the forefront of developments in marketing.
- Monitor and update YWP presence on specified websites.
- Production of a regular content schedule of activity and reports.
- Manage and implement updates, redesigns and copywriting for all marketing platforms.

General

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



Job Specification

Job Title:	CRM & Digital Marketing Executive
Reporting to:	Head of Sales & Marketing
Working Hours:	Basic of 40 hours per week scheduled in accordance with business requirements (to include weekends and bank holidays as required)
Salary:	Competitive
Contract:	Permanent (subject to the successful completion of a probationary period)
Purpose of Role:	To drive and deliver industry leading digital marketing activity

Main Duties & Responsibilities:

- Develop, implement and manage content and strategy for CRM and e-marketing campaigns.
- Manage and implement updates, redesigns and copywriting for all marketing platforms.
- Evaluate customer data, track market conditions and competitors to ensure YWP continues to be an industry leader.

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 social media channels.

Start Date: February 2021

Closing date for applications: 14th January 2021

Interviews: Dates and arrangements to be confirmed



Person Specification

JOB TITLE: CRM & DIGITAL MARKETING EXECUTIVE

Assessment Criteria	Essential (E) Desirable (D)
Experience	
Experience of managing content and campaigns over multiple social media channels	E
Experience in different types of social media sponsored advertising	E
Experience in remarketing campaigns through various digital channels	E
Experience in Google Ad Words and paid social media adverts	E
Experience of copy writing and proof reading	D
Worked within a marketing role for a minimum of two years	E
Skills / Abilities	
Attention to detail especially in relation to spelling and grammar	E
Ability to think outside of the box to generate new ideas	E
Excellent communication and engagement skills	E
Ability to problem solve and adapt quickly in a fast-paced environment	E
Knowledge	
A thorough knowledge and understanding of Search Engine Optimisation	E
Knowledge of different strategies to drive online traffic	D
A full understanding of different marketing platforms	D
Qualifications	
Diploma in a marketing related course or equivalent	D
GCSE in English grade C or above	E