



OAKWOOD THEME PARK SEEKS HEAD OF MARKETING

About the Company

Oakwood Theme Park, one of Wales' top tourist's attractions and one of the top ten theme parks in the UK has an opening for a Head of Marketing to join its team.

About the Role

Reporting to the Park Director of Oakwood, your primary focus will be to drive the business forward using innovative marketing and sales techniques to increase visitor numbers, revenue and market share.

Your interpersonal skills will be excellent, ensuring you can build successful and professional relationships both externally and internally. You will help develop the sales systems and actively encourage a 'sales culture'.

You will be responsible for generating new business to achieve our ambitious growth strategy and aspiration to become the most desired leisure attraction to visit in the UK.

Key Aims of the Role

- To develop strategies in order to grow the business and ensure maximum exposure for Oakwood Theme Park within the Welsh/Irish and UK markets.
- To build brand awareness through building and capitalising on a wide range of network of contacts externally
- Develop a detailed Marketing Plan and implement the communications strategies (media – traditional, digital, and social; PR, and sales promotions) using agencies, specialists, and market research where appropriate.
- Management of third party and partnership relationships including contact generation, pitch presentations, deal negotiation and successful implementation of activity
- Be responsible for our Seasonal Sales & Beach Teams

As an experienced sales and marketing professional you will have excellent negotiating skills, brand management, sales and networking skills as well as a proven track record of building professional relationships. Your creative flair will ensure you are always thinking outside the box and are innovative in your ideas you bring to the table.

This is a full time post which involves working 5 days a week and often includes working weekends and Bank Holidays and late nights during the season.

A full driving licence and a car owner are essential criteria.

If you have the attributes, experience and enthusiasm we are looking for please apply with covering letter along with your CV and outlining your salary expectations to Janeen Pickup, Group HR Manager, c/o Blue Planet Aquarium, Cheshire Oaks, Cheshire, CH65 9LF. Email: recruitment@asprouk.com

Aspro Ocio is a Spanish multinational company with its headquarters based in Madrid. Aspro owns and operates over 40 leisure attractions across Europe.

Here in the UK Aspro owns and operates Blue Planet Aquarium, Deep Sea World, Bristol Aquarium, 4 Blue Reef Aquariums, Smugglers Adventure and Oakwood Theme Park.

Applications must be received by **Saturday, 18th January 2014**

Oakwood Theme Park is an equal opportunities employer: www.oakwoodthemepark.co.uk



We do recognize the time and effort it takes to apply for a position, but as an employer of choice we receive a high volume of applications and in the interests of economy, Aspro UK does not notify candidates who have been unsuccessful in their application; consequently if you have not heard from us within 4 weeks of the closing date, please assume that you have not been successful on this occasion.

Want to work for Aspro UK but don't feel that this position suits your skills or experience? Then why not 'Like' our **ASPRO UK FACEBOOK PAGE** - <https://www.facebook.com/AsproUKRecruitment>

Just click on the '**WORK FOR US**' tab and then '**CREATE LIVE JOB ALERTS**'. You will then be notified of any live vacancies across our 9 sites.

Or why not '**JOIN OUR TALENT POOL**'? Just upload your CV so that we can contact you with any future vacancies that match your skills and experience