

HEAD OF MARKETING

A unique opportunity to lead the marketing team of a world class organisation.

Sail Training International is a registered charity established to develop and educate young people through the sail training experience. Through its subsidiary – Tall Ships Races International Ltd – it organises the world famous Tall Ships Races and Regattas.

More information about the Tall Ships Races and Regattas can be seen on our public facing website www.sailonboard.com

JOB DESCRIPTION

We are looking for an experienced marketer to work for Sail Training International, and our trading subsidiary Tall Ships Races International Ltd, who is keen to make their mark in the world of sail training. The position is full time and based at our modern offices in Gosport Marina, Hampshire, UK.

You will be an active and leading team member who can ensure STIs charitable objectives of developing and educating young people through the sail training experience, and support for international friendship and understanding, are effectively delivered.

To achieve these objectives you will work to build the public facing sail training brand - Sail On Board - targeting a new audience of young people around the world, to inspire them to try sail training, including taking part in annual The Tall Ships Races and Regattas. You will also be instrumental in developing internal communications and learning with key international stakeholders in support of the sail training mission.

REPORTING AND WORKING RELATIONSHIPS

The Head of Marketing will report to the Chief Executive and manage a Digital Marketing and Communications Manager, who manages a Digital Marketing Assistant. The post holder will also work closely with all other members of the small head office team, based in Gosport, United Kingdom.

Good working relationships are also required with the boards of directors of the organisations subsidiary trading companies, national sail training organisations, host cities and their appointed agencies, and vessel operators.

MAIN RESPONSIBILITIES

Market research: support the Digital Marketing and Communications Manager to obtain, monitor and interpret market research on current trends, and the needs and desires of the next generation of potential trainees. Develop campaigns and promotions targeted to this group of customers.

Brand management: build the brand identity of Sail On Board to ensure sail training has adequate market share to inspire young people to go sailing training and take part in future

Tall Ships Races and Regattas. Support the Commercial Director with design brand management by approving externally produced marketing literature and campaigns to ensure all designs and messages meet brand and regulatory guidelines.

Implement Marketing Strategies: produce market research reports and work with the Commercial Director to develop campaign ideas and action plans, manage a budget and manage the marketing team to ensure the strategies are successfully delivered. Analyse the impact of all campaigns to determine success and recommend modifications.

Website management: oversee management and maintenance of STIs internal and customer facing websites – sailtraininginternational.org and sailonboard.com - to ensure all pages are fresh, updated and relevant. Support the Digital Marketing and Communications Manager to interpret Google Analytics and to support continually driving new traffic to the appropriate sites.

Digital marketing: support the work of the Digital Communications and Marketing Manager on SEO and link building and developing STIs presence on a broad spectrum of social media channels.

Marketing materials: work closely with the Commercial team on the production of all STI advertising artwork, campaign and exhibition materials, brochures, email campaigns, micro sites, leaflets and other collateral, liaising with designers, media buyers and printers.

Content generation: ensure fresh, compelling, accurate and relevant content, facts and figures is continually generated for multiple platforms.

Media management and monitoring: work with a broad spectrum of print and broadcast media and PR agencies to raise the profile of sail training and the Tall Ships Races and Regattas.

Event media management: have responsibility for the STI Media Manager role at Tall Ships Races and Regattas by ensuring each host city has a main STI communications contact, attending port planning visits, producing media and marketing materials and working with the STI team and all stakeholders at the event.

Photography and video: manage photo and video libraries; photographers and videographers.

Customer relations: supporting the communications needs of external agencies and third party suppliers, host ports, vessel operators, national sail training organisations, Event Chairmen and Race Directors.

Internal communications: support the Chief Executive to build the sail training brand with all internal stakeholders by developing social networks, managing information flows, contributing news and giving impactful presentations.

Crisis management: support the Chief Executive, Commercial Director and Race Chairman to manage communications during any unexpected event or incident.

ESSENTIAL SKILLS/EXPERIENCE

- Knowledge of marketing strategy principles, practice and techniques
- Knowledge of market research practise and techniques
- In depth, current knowledge of all main social media platforms
- Data analysis
- Project management
- Budget setting and cost analysis
- Fluent written and spoken English
- Excellent writing and proof reading skills
- Line management and leadership
- Degree or professional qualification in relevant subject inc. marketing, media, communications, digital communications
- Proficient computer skills (MS Word, Excel, PowerPoint, WordPress)
- Experience of working in an international context, with stakeholders and volunteers whose first language is not English

DESIRED SKILLS/EXPERIENCE

- Good command of a second major language
- Experience of working on large international events
- Knowledge or experience of sail training
- Knowledge, experience or interest in challenging, outdoor adventures

PERSON SPECIFICATION

You have the ability to contribute to a positive, collaborative and mutually supportive team environment in the office.

You have the interpersonal skills to effectively work with STIs wider international stakeholder group including young people, volunteers, host cities, vessel operators and sponsors.

You are a motivating and inspiring team player who actively encourages creativity and innovation and have the ability to work under your own initiative, multi-task and organise yourself in a dynamic work environment.

You will be flexible enough to not only contribute to the strategic focus of the organisation and give clear direction to the marketing team, but also play a hands-on role whilst working with host cities at Races and Regattas.

You have empathy for Sail Training International's charitable objectives of supporting the development of young people through the sail training experience regardless of culture, nationality, gender or religion.

International travel, sometimes extensive (typically 50+ nights per year) is required in relation to the events and the annual conference and meetings.

REMUNERATION PACKAGE

£45,000 per annum + contributory pension scheme + private health insurance.

Sail Training International is committed to investing in employee career development and performance reviews and ongoing training is central to this.

HOW TO APPLY

Please email your CV and a covering letter giving examples of your relevant skills and current salary (if applicable) to recruitment@sailtraininginternational.org

First interviews will be 9, 10 or 11 April. Second interviews will be 17 or 18 April.

Deadline: 9am, Monday 26 March