

THE KENT & EAST SUSSEX RAILWAY COMPANY LIMITED

JOB DESCRIPTION

Department	Sales & Marketing
Job Title	Sales & Marketing Manager
Reporting To	General Manager
Position	Full time – 37.5 hours (5 days) per week.
Location	Tenterden
JD Review Date	January 2022
Safety Critical	This is not a Safety Critical position.

JOB PURPOSE

- To lead the PR, marketing, distribution and sales of K&ESR / CSRE internal and external offerings across all relevant digital platforms and print media.
- To establish the highest standards of leadership and customer service within the Sales & Marketing Department in accordance with the Safety Management System, Company Policies and the Commercial needs of the Railway.

KEY RESPONSIBILITIES

SAFETY

- Ensure Sales & Marketing Department compliance with current health & safety legislation and the Company's Safety Management System.
- Maintain the Sales & Marketing Department Risk Register and implement necessary control measures as required.
- Maintain the Sales & Marketing Department Standards Manual.
- Ensure direct reports are adequately supported and resourced in their sphere of influence.
- Act as liaison with regulatory bodies as directed or as required by law and ensure the General Manager and other personnel as required are appraised as necessary.
- Be responsible for the standards of training in the Sales & Marketing Department.
- Review related industry safety outputs and actively promote ways of reducing risk, accidents and incidents.

BUSINESS

- Establish and maintain the company communications matrix
- Lead the company PR messaging via the Newsletter, digital and print media.
- Maintain a social media strategy to maximise and maintain public awareness of the KESR
- Establish and maintain an effective Customer Relationship Management (CRM) system
- Ensure all K&ESR offerings including hospitality and retail offerings are readily available on the company web site and all other relevant digital platforms.
- Develop and maintain a suite of regular reports including but not limited to visitor numbers, sales by product, forward bookings, and social media analytics.
- Develop a team of enthusiastic volunteers to support all KESR/CSRE special events
- Lead the preparation of the Sales & Marketing Department budgets and maintain expenditure in accordance with agreed levels.
- Ensure in conjunction with the Infrastructure Department that Sales & Marketing event equipment is properly maintained, stored and fit for purpose.

PEOPLE

- Actively lead and develop staff to maintain high standards of performance, productivity and competence.

- Manage the performance of staff, including regular documented performance and development conversations and following-up on performance concerns.
- Oversee recruitment and encourage volunteers into the Sales & Marketing Department in accordance with the future needs of the Railway and required competences. Oversee induction, training and safe working.
- Manage people related issues that may occur including complaints and grievances and bring them to a satisfactory conclusion in a timely manner.

PERSONAL

- Role model the Kent and East Sussex Railway (K&ESR) in a highly professional manner.
- Liaise on Sales & Marketing matters with other departments as required
- Cover operating duties for which you are qualified competent in the event of staff shortages or due specific training needs
- Be prepared to work unsociable hours and weekends as required
- As head of Department provide a monthly departmental report by the 15th day of each month to the General Manager on activity, safety, risk and future plans.
- Any other reasonable duties as required by the General Manager

KEY SKILLS

- Competent in Microsoft software and social media
- Good interpersonal and leadership skills
- High level of organisational and planning skills
- Self-motivated and flexible
- Ability to prioritise and think clearly under pressure
- Ability to refine processes and introduce change
- Knowledge of principles of risk management and risk assessments
- Able to plan and apply a critical path analysis to operating problems;

RESOURCES FOR WHICH THE JOB HOLDER IS ACCOUNTABLE

- People – Paid staff, casual and volunteer workforce
- Budget – Planning and working within budget
- Safety – All Sales & Marketing Staff

KESR VALUES & BEHAVIOURS

- We are all One Railway. Within the K&ESR family we work together and support each other to ensure the Railway can survive and thrive.
- We operate a safe Railway.
- Each one of us, in whatever role we play, has a stake in the overall wellbeing of the Railway. We have collective responsibility for the Railway's success. We do not do "us" and "them".
- We recognise the importance of communication which should be open and transparent.
- If we disagree with anything, we do so constructively with the intention of finding a better, agreed, solution.
- We recognise that we will never have enough resource to do all that we want to do, and we look for solutions that are proportionate and practicable.
- We take pride in what we do, and in our Railway and its surroundings.
- We want our visitors to go away having had a positive experience and looking forward to coming back.
- We value our people, paid and unpaid. We treat each other with respect. We are here because we want to enjoy ourselves.
- We challenge those who do not display these values and behaviours.

SAFETY MANAGEMENT SYSTEM

- All employees have a general duty in law to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions.
- All employees must understand and be committed to the Kent & East Sussex Railway Safety Management System and safety priorities and be aware of their contribution to such priorities.
- All employees must also be aware of and comply with all current health and safety legislation and any other Kent & East Sussex Railway requirements that are relevant to their role.

Job Description	Prepared By	Accepted By
Name		
Signature		
Date		