



SteamRanger Heritage Railway

JOB and PERSON SPECIFICATION

Job Title **Manager, Marketing**
Reports to **Board of Management**

Prepared by ARHS Secretary May 2005
Approved by ARHS Executive
Last Revised

DUTY and ACCOUNTABILITY STATEMENT

Brief statement of the principal duties and accountabilities of the job:

- The Manager's prime duty is to seek out and provide mutually beneficial outcomes for the SHR and the customer.
- The manager shall, at the start of their term in office, produce a plan for the forthcoming calendar year. The plan shall be developed in consultation with the Executive to achieve the strategic objectives for the SHR. The plan will need to have goals and a works plan to achieve these goals. The plan will identify the resources required to achieve these goals. The plan will include a budget for the works proposed. This plan will then be presented to the BOM in October for discussion and ratification. The manager will then be responsible for execution of the plan.
- Responsible for the oversight of the SteamRanger Marketing Committee
- Plan and coordinate, with the assistance of the Marketing Committee, short and long term initiatives and marketing strategies utilising both volunteers and paid staff
- Supervise and be responsible for all activities of the Marketing Consultant
- Attend Marketing Committee meetings.
- Attend meetings and deliver monthly reports to the Board Of Management
- Liaise with other Managers, other Authorities and other personnel as required
- Prepare an Annual Marketing Report
- Carry out any other tasks as may be required from time to time by the Board of Management

DECISION MAKING

The Manager will be expected to:

- Direct and assist Volunteers and paid Staff in marketing activities
- Set budgets and control financial expenditure
- Plan major marketing initiatives and strategies in consultation with the Marketing Committee
- Refer plans for new marketing initiatives to the Board Of Management for ratification
- Will be, from time to time, required to solve problems and make decisions without established guidelines

Together with the Marketing Consultant and the Marketing Committee; research, analyse and decide on strategies on the Marketing fundamentals:

PRICE:

Determine the price of fares, services and goods sold on the SHR in accordance with good business management of providing appropriate financial return (unless engaging in marketing tactics such as predatory pricing, promotion pricing etc that provides a beneficial outcome in other ways).

PRODUCT:

Decide on what is offered to the market place, such as type of rail service, goods sold in the shop and souvenirs area, within the operational limitations of the railway.

PLACE:

Decide on when, where and how the service and goods are offered to the market place, such as frequency and departure/destination of rail service, access of goods sold in the shop, within the operational limitations of the railway.

PROMOTION:

Decide on how and where the market offering is promoted including; creating awareness, providing information and making the offering.

Marketing will also ensure that there is correct delivery and any after sales service of what is offered to the market place. Where desired, build a relationship with the customer to obtain the outcomes of; recommendation, retention and re-buy.

INTERNAL MARKETING

The marketing manager shall oversee the marketing of the SHR to members and volunteers:

- Communication to them through the production of the society's "Newsletter"
- Coordinate the provision of entertainment for the members general monthly meetings.
- Assist the HR manager to recruit members and volunteers

OTHER MARKETING FUNCTIONS

The marketing manager shall oversee the following marketing functions:

- The finding and application of Grants
- The finding and management of Sponsorship
- The Fundraising committee
- Tourism accreditation

QUALIFICATIONS

- The ability to plan, organise and coordinate staff
- Experience in tourism marketing with the ability to network
- Leadership skills
- Sound oral and written communication skills at all levels
- Knowledge of the Tourism Industry
- Knowledge of principles of marketing
- Knowledge of SteamRanger's Management and train operations
- Working knowledge of methods and materials used to run successful advertising campaigns
- Willingness to travel
- Excellent time management skills
- Ability to work as a team member and actively contribute to team outputs
- Ability to think strategically as well as deliver fundamental marketing activities
- Familiar with marketing research and concepts
- Computer skills in Word and Excel or similar applications
- Have own computer and be connected to the Internet
- Have had experience in the conduct of meetings and preparation of minutes thereof

PERSONAL ATTRIBUTES

- Be able to work in a team environment and work with a spirit of Co-operation.
- Have an empathy for the differences in people and why they work as a volunteer.
- Be able to encourage and motivate others.
- Delegate to others.
- Have the patience to train and mentor workers
- To be able to gently, constructively but firmly correct where unacceptable behaviour has occurred
- Conduct all actions with integrity
- Appreciate and esteem others
- Be grateful for the commitment and work (how ever much that might be) of the people under you.
- Accept a commitment to the SteamRanger Heritage Railway whilst you hold this office.

The performance of these duties will at times extend beyond normal working hours and will require participation in a variety of tasks as applicable to the operation of the SteamRanger Heritage Railways.