



Senior Marketing Manager

Do you enjoy leading a team? Do you have experience of implementing ambitious marketing plans?

It is Make It York's privilege to be the city's destination management organisation, enhancing and promoting York as a world-class destination. Our year-round marketing campaigns help bring 8.4 million visitors to York, spending £765 million and supporting 24,400 jobs.

Visit York is a part of Make It York and is our leisure tourism brand. Under the brand Visit York, Make It York's aim is to market the city and its surrounds as a must-see world-class destination to the leisure visitor and ensure investment to develop the quality of tourism in York. This encompasses all aspects of tourism marketing and communications, as well as resident engagement, market intelligence and supporting our member businesses.

We ensure that culture is relevant and accessible to everybody in York with an ambitious culture strategy. We also keep the city centre relevant and enticing for residents and visitors by curating a high-profile calendar of city centre festivals, activities and events, as well as managing the iconic Shambles Market.

You will be responsible for leading the team to implement our marketing strategy that promotes York as a visitor destination. Generating funding for our marketing campaigns and building new marketing proposals to deliver with partners. Supporting and marketing our Visit York membership scheme, helping to increase our membership in line with the targets, as set out in the business plan.

If you have experience of with leading a project based Marketing team, ideally through change, with an extensive background in marketing then we would love to hear from you.

Along with joining a company passionate about the City of York, we will offer a competitive salary of £40,000 per year, 28 days holiday (plus bank holidays), hybrid working and private health care scheme.

Please send your CV and covering letter to recruit@makeityork.com by **26th March 2023**.