

ROYAL QUAYS

MARINA

Job Description: Digital Placemaking, Marketing and Customer Experience Leader

Location	Royal Quays Marina, Coble Dene Road, North Shields. NE29 6DU
Salary	Competitive
Job type	Permanent, Full Time Role (40 hours average per week)
Responsible to	Marina Manager

This is a new and additional role to be created in the marina team. We are looking for someone with a digital marketing and/or customer service background who is nautically minded, to drive our digital presence and ensure that our customers get the most out of being at the marina, through great digital engagement, communications, events and customer service.

As we move to embrace new digital opportunities the successful candidate will need to have a flexible approach and be committed to utilising their skills and abilities to assist in the promotion and smooth running of Royal Quays Marina.

As this is an unusually varied role, technical skills are an important, however we are looking to recruit someone with a can-do attitude, a strong team ethos, who is able to work effectively under pressure. As we need to engage with our customers and share their passion for boating you too should be enthusiastic about being on or by the water.

Digital Placemaking & Marketing:

This role is crucial to our success. This will require you to be the ambassador for the boatfolk brand at Royal Quays Marina; in addition to helping to drive delivery of our digital placemaking plans, you will be responsible for driving the following streams of activity:

- Keeping our website updated with fresh, relevant content, including practical marina information, marina news, stories and events.

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- Owning the social media and digital marketing presence for Royal Quays Marina to engage and inform both our existing customers, attract new business, and drive promotions.
- Generally taking a lead on our customer communications. Producing an active electronic newsletter for our customers that provides information on what's happening at the marina, upcoming events, who our people are and how we enjoy our time afloat.
- Creating and coordinating a programme of events at the marina, including a mix of hosted events, as well as encouraging participation in other local events.
- Taking ownership of the reporting on engagement and marketing success every month.

Customer Support & Marina Administration:

- Dealing with customer enquiries and taking payments. Recording and following up on berthing enquiries and providing quotations. You will be required to use a dedicated customer database/ CRM system, where the accurate recording of information is crucial.
- Assisting with the administration of the marina and customer accounts.

Other Operational Duties:

- We are a small team working 24/365 and we have to be flexible in our approach, but it makes the marina a more interesting place in which to work. As a member of our team, you will need to assist with other operational duties including the allocation of berths, communicating with vessels on VHF radio, and operating lock gates, or similar as and when required.

Skills required:

Essential:

- Computer literate and digitally savvy with experience and confidence in using customer databases, CRM systems. An adaptable and enthusiastic user of digital tools and online platforms.
- A strong customer focus with good communication and engagement skills. You should be confident and happy when dealing with people.
- Able to produce written and visual content for web sites, newsletters and social media. You will have a good standard of literacy and numeracy, with an eye for detail and visual presentation.
- Have an interest in, and be passionate about boating, sailing, or water sports. You should want to share your enthusiasm with others.
- Excellent at building relationships and collaborating with a broad range of customers and stakeholders.

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- Good organisational and administrative skills.
- A team player. Happy to get stuck in and turn your hand to a variety of tasks.
- The ability to swim – we work by the water.

Desirable:

- VHF operator's licence (or willing to be trained) and a RYA qualification.
- Familiar with the local area and the local boating scene.

To apply: Please send your CV to Marina Manager, Matt Simms at matts@boatfolk.co.uk

Applications deadline: 3rd January, 2022