

MARKETING MANAGER

ABOUT US

Do you want to work in the biggest indoor city in London? Designed to empower and entertain kids, KidZania gives children the chance to challenge themselves and explore the world of opportunities. The concept effectively gives kids their first taste of independence and gets them thinking what they might want to be in the future.

THE ROLE

As Marketing Manager, you will be responsible for the development and implementation of the Social media strategy. You will work with the Head of Marketing to execute the annual Marketing Strategy including all campaign plans, overseeing the company's marketing activities, raising brand awareness, consideration, conversion and advocacy. This plan will be multichannel and include PR, Media, Digital, Group Sales and social media.

ABOUT YOU

- A broad understanding of the full marketing mix
- Create compelling content across all KidZania's social media platforms
- Visitor focused understanding our customer mindset and deliver campaigns that resonate
- Operational marketer who understands how to execute strategic theory that is grounded in operational reality
- 5+ years experience in a similar role in a commercial environment
- Proactive and organised with the ability to work as part of a team as well as drive individual projects
- Inquisitive analytical approach that enjoys testing and analysing activities and campaigns
- Proficient in Microsoft applications
- Use of email platforms and website management advantageous

We are recruiting for a full-time position on a permanent contract.

In return we are offering the following:

- Competitive annual salary £35-38k depending on experience
- Fun & inspiring place to work
- Training & Development opportunities
- Career Progression

We also offer the following fantastic benefits:

- Free and Discounted KidZania Tickets
- Various Westfield Discounts
- 25% Discount in our retail shop and KidZania Birthday Parties
- 40% off on-site food & beverage outlets
- Convenient on-site parking
- Development opportunities
- Various training courses

APPLY TODAY!

If you believe you are our ideal candidate and excited about the prospect of joining our amazing team then apply today.

For any questions regarding the vacancy, please do not hesitate to contact the Human Resources Team at careers@kidzania.co.uk.

THINGS TO NOTE:

Recruitment Agencies: We are not currently working with any recruitment agencies. As such, we do not accept any speculative CV's and/or Candidate Profiles and are, therefore, unable to consider these.

Location: We are based in Westfield London, Shepherds Bush W12

Right to work: You must personally hold the right to work in the UK – We are unable to support with Visa applications at this time.