



**Job Title:** Sales and Marketing Executive

**Location:** Portsmouth Aquarium

**Contract Type:** Full time, permanent contract, working 5/7 days including working weekends, bank holidays and throughout the school holidays during the aquariums peak times.

**Salary:** £18,000 – £20,000 dependant on experience/ qualifications

**Job Description:**

This is an exciting opportunity for an enthusiastic, hardworking sales and marketing executive with a passion for animals and animal conservation to help grow our business!

Join the team at Portsmouth's award-winning Blue Reef Aquarium where we offer visitors a dazzling undersea safari through the oceans of the world, with a chance to experience everything from tropical sharks and stingrays to giant lobsters and elegant seahorses – Portsmouth aquarium is the place for you!

We're looking for individuals who want to join the Aspro team and live our values of:

- Customer Service
- Honesty
- Respect
- Focus on Results
- Teamwork
- Personal development

We are also here to sell fun and this is what makes us so unique. Each day we look at working in a fun and friendly environment. So, if you have a passion to work in the leisure industry, can offer outstanding customer service to all our visitors and you aren't afraid of hard work, then we may just have the job for you!

**Duties/ Responsibilities:**

Reporting to the General Manager you will be responsible for the coordination of the Sales and Marketing for Blue Reef Aquarium, Portsmouth and to carry out operational duties and duty

management as required. Your goal will be to drive and grow visitor numbers and sales within the aquarium.

You will work with the General Manager to develop and implement comprehensive communication strategies to continue to grow the Aquarium's audience and engagement – which may include print, video storytelling, social media, email, blog, signage, press releases and other forms of marketing communications. You will be responsible for the overall management of the Aquarium's website and social media platforms – including writing copy, updates, maintenance etc.

You will need to be flexible and enjoy working with the public - the role includes outreach and outdoor promotions via tourism fairs, as well as the planning and coordination of aquarium events!

As part of the wider management team, covering Duty Management you will also carry out other responsibilities as required, including cash office procedures, crisis management, operational issues, staff training, paperwork/ record keeping, health and safety etc. In the absence of the General Manager, you will be responsible for the management of aquarium staff in accordance with company policies and procedures

### **Key Skills Requirements:**

We're looking for responsible and reliable team members who are dependable and hard-working. You should be a real team player with strong communication skills, plenty of enthusiasm and energy coupled with the ability to interact with our guests. We're looking for someone who has excellent customer service skills and the ability to 'think on their feet' and take ownership of any issues that may arise. The ability to communicate effectively to all our visitors is key to being successful in this role and a flexible and positive approach is expected to help us meet and exceed our customer's often demanding needs.

- Experience with WordPress, other CMS or website management is essential
- Excellent written, verbal and analytical skills are a must
- You must possess a strong knowledge of marketing practices including SEO, PPC and content marketing
- Previous experience within a marketing role preferred
- Must possess basic working experience with photography and video
- Previous Photoshop/ design experience preferred
- Bachelor's degree required, within marketing, events or other related fields of study

### **Why work for us?**

Aspro Parks is a multinational company which operates more than 60 leisure attractions in Europe. Here in the UK Aspro owns Blue Planet Aquarium, Deep Sea World, Bristol Aquarium, 4 Blue Reef Aquariums, Smugglers Adventure and Oakwood Theme Park.

Our business depends on our visitors enjoying their experience, whether that's leaving our aquariums inspired to care more about the environment, to thrill-seekers riding Drenched, one of the tallest, steepest and wettest water rides in Europe! It takes a very diverse and richly talented team to keep the show on the road and we work hard in getting these individuals on board!

Here at Aspro, we make sure our employees are well taken care of. We recognise that their hard work and dedication are the driving force behind our success. Our work environment is built on mutual respect and professionalism. We have a team of highly knowledgeable individuals with the experience and technical expertise to ensure we are the best at what we do!

### **How to apply**

If interested, please send your CV & covering letter to Kim Jones, Aspro UK Group HR Manager, c/o Blue Planet Aquarium, Cheshire Oaks, Cheshire, CH65 9LF. Or email us at [recruitment@asprouk.com](mailto:recruitment@asprouk.com). Your application letter should highlight why you would be able to fulfil this key role within the organisation and demonstrate how you meet our requirements. Equally, you can apply on our Indeed platform by searching for Portsmouth Aquarium!

Aspro UK are an equal opportunity employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, and veteran or disability status.

### **Closing Date: Friday, 13th September 2019**

We do recognize the time and effort it takes to apply for a position, however as an employer of choice we receive a high volume of applications and in the interests of economy, Aspro UK does not notify candidates who have been unsuccessful in their application; consequently if you have not heard from us within 4 weeks of the closing date, please assume that you have not been successful on this occasion.

Want to work for Aspro UK but don't feel that this position suits your skills or experience? Then why not 'Like' our ASPRO UK FACEBOOK PAGE - <https://www.facebook.com/AsproUKRecruitment>

Just click on the 'WORK FOR US' tab and then 'CREATE LIVE JOB ALERTS'. You will then be notified of any live vacancies across our 10 sites.