

JOB DESCRIPTION – FAN ENGAGEMENT & MARKETING MANAGER

If this sounds like the perfect role for you please send your cv and cover letter to recruitment@continuumattractions.com

PURPOSE OF THE JOB

To champion the brand experience onsite and online by delivering high-performing digital content, nurturing fan engagement, supporting marketing campaign delivery, and ensuring excellent guest communications across all touchpoints.

Working alongside ITV and the Continuum central support team, this role will support both fan-building and core marketing activities across The Coronation Street Experience and Emmerdale Village Tour to help drive visitation, commercial growth, fan engagement, and brand advocacy.

KEY ACCOUNTABILITIES

- Act as the brand guardian both on and off site.
- Brief assets, copy and Call to Actions into creative team based on ITV approved media plans.
- Schedule local activity across digital/out-of-home channels via digital agencies.
- Oversee campaign implementation by managing timelines, briefing creative assets, drafting copy, setting up A/B tests, processing purchase orders (POs), and securing stakeholder approvals before launch.
- Liaise with digital agencies and the central team on campaign performance, for campaign optimisation and ROI.
- Create and schedule content across social media channels (Facebook, Instagram, and TikTok.)
- Encourage and source user-generated content (UGC) to repurpose and amplify across organic and paid channels, ensuring appropriate permissions are obtained.
- Monitor and actively engage with audience interactions, including comments, direct messages, and fan inboxes, to build community and maintain brand presence.
- Work closely with ITV's 1-day-a-week social support to plan and capture onsite content.
- Identify, understand and engage with superfans, creators, community figures and influential fan groups to form valuable connections.
- Coordinate influencer visits and ensure brand alignment.

- Collect and share insights from fan sentiment and engagement as the foundation for ideation, new marketing and product development opportunities.
- Take ownership of guest communication channels, ensuring timely and clear pre-arrival updates and disruption notifications are delivered to all booked guests.
- Ensure the information provided within the guest-facing FAQ content on web/email templates is accurate and relevant.
- Collaborate closely with the central team to ensure seamless support and alignment.
- Develop and manage a monthly content plan for fan-led newsletters to drive engagement and community growth.
- Create CRM emails for ticket releases, campaigns, promotions and re-visit campaigns to drive engagement.
- Create content and copy, and coordinate with the central marketing team to brief, build, and distribute email campaigns.
- Track and analyse email performance metrics, including open rates, click-through rates (CTR), and opt-ins.
- Ensure content on the websites is accurate, up to date and engaging.
- Update copy in line with brand guidelines and tone of voice.
- Write blog content to support SEO and deepen fan engagement.
- Coordinate with the central digital team on technical updates, analytics, and user experience (UX) enhancements.
- Build and maintain strong relationships with Destination Marketing Organizations (DMOs) such as Marketing Manchester, Visit Salford, and Harewood House.
- Ensure the brand's inclusion in local tourism campaigns and itineraries.
- Ensure signage, displays and all touchpoints are on-brand and with a quality execution.
- Utilise the central analytics dashboard to monitor performance across ticketing, revenue, social media, paid campaigns, website, and CRM.
- Deliver monthly performance updates against key performance indicators (KPIs).
- Provide insights to the Head of Marketing (HOM) and ITV to support strategic decision-making.
- Source photographers and videographers for ad hoc shoots, provide comprehensive briefs, and oversee on-site production to ensure high-quality deliverables.
- When required act as a brand representative to host PR media and VIP visits.

- Observe and report immediately any incidents, which may affect the health and safety of other team or guests of the attraction.
- Attend all training sessions and team meetings as required.
- Work towards objectives and personal development blueprint.
- Ensure that all policies and procedures are adhered to.
- Identify any suggestions for improvement to enhance the guest experience within the attraction.

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role.

PERSON SPECIFICATION

- Minimum 4 years' experience in marketing, ideally within visitor attractions, entertainment, hospitality, or fan/community-led brands, or equivalent relevant experience.
- A high level of expertise in content creating.
- A fan-first mindset and passion for audience connection.
- Avid soap fan (Coronation Street or Emmerdale).
- Proficient in collecting data and presenting data (website traffic, sales conversion rates and CRM material).
- Confident with social platforms and community/fan engagement.
- Strong organisational skills & ability to multi-task.
- Strong copywriting and storytelling ability.
- Creative and entrepreneurial mindset, constantly seeking new ideas and opportunities.
- Organised and deadline-driven.
- Confident and articulate, able to speak to stakeholders with confidence.
- Experience of working for a large brand and the ability to follow brand guidelines/processes