



JOB TITLE: Sales & Marketing Manager, Consumer (Full-time)

CLIENT: Saint Lucia Tourism Authority (SLTA)

REPORTING TO: UK Representative/Director of Marketing – Patricia Charlery-Leon

LOCATION: London (Earls Court). The role is office-based on a hybrid basis once a probation period of three months has passed.

PRIMARY FUNCTION: Responsible for planning and implementing SLTA’s UK marketing activities with specific responsibility for consumer and tour operator marketing in the UK & Ireland.

SUMMARY OF ROLE:

Sales & Marketing Execution

- Work with the Director to manage the joint tour operator marketing programmes, relationships and monitor sales.
- Create, manage and execute marketing campaigns.
- Establish and implement a system for monitoring and evaluation of all marketing activities.
- Seek opportunities with affinity brands.
- Liaise with SLTA’s UK media buyer to plan and execute advertising campaigns.
- Liaise with SLTA’s UK social media agency to optimise exposure on all relevant platforms.
- Represent Saint Lucia at consumer and trade events.
- Conduct presentations for specified niche consumer groups, clubs and associations.
- Organise and escort fam trips for trade representatives of the various niche markets (approximately two per year).
- Research and provide opportunities for growth for the niche markets (Romance, Dive, Luxury, Families, Adventure, Sailing, Sports & Diaspora)
- Work closely with relevant team members from SLTA’s Head Office as and when necessary.
- Create a monthly consumer newsletter and ad hoc newsletters when required.
- Monitor and generate market analysis on a continuous basis, sharing this information with the team.
- Prepare monthly marketing and budget reports.
- To maintain an up-to-date consumer and trade database.
- Deputise for the Director as requested.
- To perform other duties within the UK & Ireland, as may be determined by the Director of Marketing from time to time.
- To facilitate the mandate of the Saint Lucia Tourism Authority in marketing, promotion and development of tourism in Saint Lucia.



Essential Skills, Qualities & Experience

- Must be passionate about travel and possess some knowledge of Saint Lucia.
- Marketing experience – at least 5 years - with good copy writing skills and **excellent grammar**.
- Proficient in e-marketing tools such as Constant Contact or Mail Chimp; Microsoft Office especially PowerPoint and Excel; knowledge of a CRM system would be useful.
- Must be a team player - flexible, resourceful and helpful.
- Social media savvy and be a strong communicator.
- Must be creative and have excellent attention to detail.

Desirable Skills & Qualifications

- Full UK driving licence
- A degree in marketing, business, tourism or hospitality or CIM Diploma in Marketing

Salary commensurate with skills and experience

Holidays – 22 days per year plus Bank Holidays

To apply for the role, please email your CV and a covering letter to sltainfo@stluciauk.org, explaining why you should be considered for the role by Tuesday 19th April. Interviews will take place the week commencing 25th April. If you have any questions, please send them to the above email and we will try our best to respond within 24 hours.