

ROLE PROFILE

Operational Project and Communications Manager

Reporting to: Marketing Manager

Role purpose:

To work with the Cove team on operational and communication policies and communication plans to ensure all team members are aware of business process, product development, marketing activity and digital advancement. This will involve working across all areas of the business to ensure Cove businesses are aligned and maximising knowledge and communication talents.

Responsibilities

- Role model Cove values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness
- To work with all levels of management to ensure communication of all aspects of the business is understood.
- To work with the marketing teams to ensure all channels are maximised and communicated with the various leadership team members.
- To develop internal communication templates and processes incorporating Cove US technology to ensure all informed appropriately.
- To project manage, as and when required, specific elements of project work required – ie product development requirements, digital and web development and new system development (ie holidays reservation system).
- To project manage, as and when required, on other projects of work – such as Arrival and Check in Process, customer database development, end user reporting. This would be working collaboratively across other teams but project managing to ensure all on track, account managed appropriately and within any budgetary constraint.
- To ensure all the marketing and information is aligned and can respond to the changing market landscapes quickly by acting as the conduit to the business requirements and the marketing teams.
- To develop internal processes and systems across Cove UK to support brand development and product knowledge to ensure the strategic of the brand is aligned.
- To be accountable for research in respect of holiday enjoyment / post holiday surveys and also product development scores and value to our guests.
- Working with the Head of Owners, to be accountable for research in respect of Ownership enjoyment surveys. This would include those Parks which are "resident" only.
- To support and be involved in the Cultural Development programme taking place for Cove.
- To understand Cove Parks and business models at each of these Parks to ensure marketing target the right audiences both for holidays, residents and caravan sales potential business.
- Role models the company values and behaviours at all times
- To carry out any other ad hoc task as required by the business

Progression in role:	Training for role
<p>Entry</p> <ul style="list-style-type: none"> • Excellent spoken and written English • Personable and confident with positive attitude • Strong interpersonal skills and demonstrates team spirit • Good communicator who is strong-willed and resilient • Attention to detail • Reliable • Has clean driving licence • Physically fit • Works well under pressure • Used to working alone • Work from home as well as from the Head Office in Selsey 	<p>Company orientation and induction Pass and key system General health and safety Fire safety Manual Handling GDPR -E-Learning Support for the Culture Training programme</p>
<p>Competent – three months</p> <ul style="list-style-type: none"> • Works independently • All elements of work are completed to a high standard on time • Enable efficiencies and timetables of workflow that needs to take place • Excellent communication with colleagues and other departments • Communication on product development and internal coms processes, templates and execution timetabled and started • Working well with the Marketing and Entertainment team on communication and understanding effectiveness of results. • Post holiday surveys in place and operational working with the IT team and reports to the business every week. 	<p>Diversity and Inclusion</p> <p>Understanding the Cove business as well as US activity</p> <p>Working closely with the Marketing Teams, Holiday and Caravan Sales team to absorb and understand all aspects of Park “life”</p> <p>Working with the IT team to look at where technology can support greater efficiency across Cove parks.</p>
<p>Advancing</p> <ul style="list-style-type: none"> • Extends the development of those areas of responsibility stated. • Able to deliver presentations and communicate with Leadership Team on ways of working, project management of certain projects and updates. • Be the lead in certain aspects, i.e. Digital development working collaboratively with other Cove team. 	<p>Leadership mentoring as required Digital training as and when required Project management training as required</p>

<p>Excellence</p> <ul style="list-style-type: none">• Is the main “go to person” in all things communication, project management and understanding across Cove Parks.• Becomes a real “problem solver” on challenges that the business may face, both operationally and from a sales perspective – again working collaboratively with other Cove team.	
<p>Key measures</p> <ul style="list-style-type: none">• Cove team know and understand what is the strategy for Cove via Team surveys• Cove team and wider support understand product development and detailed product for each Park. Feedback to be gained from key stakeholders.• Project management targets and milestones have been met within budgets and team are embracing the system or project as part of Cove’s strategic direction.• Leadership teams understand what our guests are enjoying to support the capital investment in future years from Post Holiday Surveys.	