

CAMPING MARKETING MANAGER

We are looking for a talented and marketing professional with relevant experience to join our CAMPING team in Denmark and Sweden.

The CAMPING indoor minigolf bars are the perfect meeting place for all social happenings; a date, teambuilding, or hanging out with friends. We combine fun and games with a vibrant bar and club culture. With currently 4 units in Denmark and Sweden we have plans to develop the concept and grow more in 2024.

The Camping Marketing Manager has the overall responsibility for executing the annual marketing plan relating to the brand awareness and sales of mini golf, karaoke, food and beverage, and merchandise.

Job category:
Marketing

Application Deadline:
30 September 2023

Location:
Camping

Our perfect marketing manager has:

- A minimum 3 years' experience in a relevant marketing role.
- A love of sports and/or has a competitive nature.
- Strong project management skills.
- A results-driven mind and the ability to handle both short-term and long-term initiatives.
- A critical eye for design and brand consistency.
- A solution orientated manner, with a strong sense of responsibility.
- Fluent in Danish.
- A solid network, and experience with partnerships and collaborations.
- The ability to capture all the fun of Camping and spread that message in both B2B and B2C environments.

Areas of responsibility

- Take ownership of the marketing budget, planning, utilization and follow-up.
- Conduct a smooth and efficient corporation between franchisee and franchisor.
- Create the right split between brand awareness and sales driving activities and brand material.
- Set, agree, and report on KPIs related to marketing channels and sales.
- Uses centralized marketing material and adjusts to add local relevance.
- Leading external partners from brief through to execution.
- Ensure all partner contractual agreements are implemented.
- Incorporate partner marketing budgets to all strategies and events.
- Online guest journey and booking flow.
- Responsible for creating content across our various channels.
- Optimization Meta + Google ads.
- Online and in house visual identity, listings, and review platforms.

The role:

- Reports directly to Line Director for Camping.
- Full time role with immediate start.
- Work based in Copenhagen.
- Travel between cities and Norway will be required.

We are offering:

- Full time position starting in November.

- A competitive salary and bonus structure based on experience.
- Working hours may include evenings, weekends and public holidays.
- A friendly, fun enjoyable, unique working environment.
- Social events throughout the year.
- 30% staff discount for you and up to 3 friends at our restaurants and other concepts under the NoHo Partners Denmark Umbrella.

If you wish to discuss the role further, please contact **Helena Small**
helena@nohopartners.dk