

Sales and Marketing roles that will get your pulse racing.



Merlin Entertainments Group, the second largest attractions operator in the world, is the leading name in location-based, branded, family entertainment and currently owns more than 57 attractions worldwide, serving more than 33 million visitors. Two exciting opportunities have arisen, both based at LEGOLAND® Windsor.

Head of Marketing – LEGOLAND Windsor **c.£40,000 + benefits** **Based Windsor, Berks**

With full responsibility for delivering budgeted consumer attendance figures for LEGOLAND, this role leads a team of six, managing all above-the-line, below-the-line and PR activities, such as TV advertising and our popular Annual Pass programme. Broad experience across the marketing mix is required, including management of external agencies and significant budgets. You'll also need both analytical and creative abilities and good interpersonal skills. A strong business focus on delivering key targets is essential, but just as important is a sense of fun, a relaxed management style and a willingness to get your hands dirty once in a while! Experience of the leisure industry or of marketing to children and families would be an advantage.

Head of Sales – South Parks **c.£40,000 + benefits** **Based South East, with some homeworking as required**

Reporting into the Sales & Marketing Director of **LEGOLAND Windsor**, this role is also responsible for delivering budgeted trade attendance for **Thorpe Park** and **Chessington World of Adventures & Zoo** – an unprecedented portfolio of top UK attractions. Leading a team of four, you'll ensure all three parks hit their respective targets for channels such as short breaks, school visits, carriers, tour operators and ticket sellers, both online and offline. Strong negotiation skills and the ability to keep a close eye on delivered yields - and managing them accordingly - is vital, but so are good interpersonal skills and a relaxed management style. Experience gained in the leisure industry would be particularly advantageous.

To apply for either position, please contact Jo Watts at Portfolio on **020 7108 1000** or via **LEGOLAND@portfoliointl.com**, with full career and salary details. The closing date for applications for either position is Friday 20th February 2009.

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