



VISIT ISLE OF WIGHT • WIGHT BID 3 • 2026-2031

Marketing Director

Job Description & Person Specification

Job title	Marketing Director
Reports to	The Board (via the Chairman)
Basis	Full-time
Salary	£70,000
Team	Marketing Manager • Marketing & Digital Executive • Commercial, Partnerships & Stakeholder Manager • Fractional Finance Manager • outsourced PR & social

Role purpose

To lead Visit Isle of Wight into a new era as a marketing-led organisation — putting world-class destination marketing at the heart of everything we do to grow the Island's visitor economy. This is a marketing leadership role first: an outstanding, hands-on marketer with the commercial and leadership ability to run the organisation, own its budget and income, and answer directly to the Board for the success of the Isle of Wight as a leading year-round visitor destination. This is a small, dynamic team, so the role is hands-on as well as strategic — leading from the front and delivering alongside the team, not directing from a distance.

About Visit Isle of Wight

Visit Isle of Wight is the Island's official Destination Management Organisation, delivering the Wight BID on behalf of more than 1,300 tourism and hospitality businesses. As we enter the Wight BID 3 term (2026-2031), the organisation is being reshaped around a single, sharpened purpose: marketing the Isle of Wight brilliantly to grow visitor numbers, spend and reputation. This is a rare opportunity to lead that transformation — to take a respected destination brand and a committed island industry and build the modern, insight-led marketing engine that will power the next five years and beyond.

Key responsibilities

Marketing & brand leadership — the core of this role

- Own and drive the destination marketing strategy, positioning the Isle of Wight as a leading year-round UK visitor destination.
- Lead and evolve the Isle of Wight destination brand, ensuring a consistent, compelling identity across every channel and touchpoint.
- Direct modern, measurable campaigns across digital, social, PR, search, content and partnerships that grow awareness, consideration and visits.
- Lead the consumer website and the organisation's wider digital growth, using data and audience insight to target priority markets and seasonal opportunities.
- Set the creative and content ambition, commissioning and managing agencies and outsourced PR and social specialists to a high standard.
- Champion evidence-led marketing — measuring impact, ROI and the return on levy investment.
- Harness AI tools, systems and automation to sharpen campaigns, content production, audience insight and marketing performance.

Organisational leadership

- Lead Visit Isle of Wight day to day, setting direction and priorities in line with the Wight BID 3 Business Plan and its three strategic pillars.
- Report directly to the Board, providing clear, honest reporting on performance, delivery and risk.
- Build, lead and develop a small, high-performing team, and shape a confident, ambitious, delivery-focused culture.
- Own the people/HR requirements for the team — recruitment, contracts, performance, wellbeing and employment compliance — drawing on specialist HR/legal support as needed.
- Ensure sound governance, compliance and delivery against agreed KPIs.
- Work hands-on within a small, dynamic team — leading from the front and delivering across marketing and operations personally, not only directing strategy.
- Design and embed AI systems and processes across the organisation, so a small team works smarter, faster and leaner.

Budget ownership, income generation & commercial growth

- Own the organisation's budget and P&L, managing it within the funding envelope and accountable to the Board and Finance & Remuneration Committee.
- Safeguard and steward the BID levy income, ensuring it is invested transparently and delivers measurable value to levy payers.
- Actively generate new income — commercial partnerships, sponsorship, funding and other revenue — to grow and diversify the organisation's finances and reduce reliance on the levy alone.
- Lead the organisation towards future BID renewal and long-term financial sustainability.

Stakeholder & industry leadership

- Act as lead ambassador and spokesperson for the Island's visitor economy with businesses, the Isle of Wight Council, transport operators, national tourism bodies, media and government.
- Build strong, trusting relationships with levy payers and partners, and represent their collective interest with a credible, unifying voice.

Person specification

Essential — marketing craft & expertise (the non-negotiable core)

- A track record as an outstanding marketer, with deep, hands-on expertise across brand, digital, social, content and campaign marketing.
- Demonstrable success delivering measurable marketing results — audience growth, engagement and conversion — ideally in destination, travel, tourism, leisure or consumer brands.
- Strong brand and creative judgement, with fluency across digital channels, marketing technology and analytics.

Essential — AI systems & modern ways of working

- Highly skilled in AI systems, tools and processes, with a track record of using them to drive marketing performance and organisational efficiency.
- Able to design, implement and embed AI-enabled workflows and automation across a small team.
- Confident evaluating and adopting new marketing and AI technology quickly, responsibly and cost-effectively.

Essential — leadership

- Proven ability to lead an organisation or a significant function — setting strategy and delivering it.
- Experience leading and developing teams and managing external agencies and suppliers.
- Confident reporting to and working with a board or senior stakeholders.
- Comfortable and effective hands-on in a small, dynamic team — as happy delivering the work personally as setting the direction.

Essential — commercial & financial

- Genuine budget and P&L ownership experience.
- A demonstrable record of income generation — commercial partnerships, sponsorship, funding or new revenue.
- Commercially astute and comfortable with full financial accountability.

Essential — stakeholder & communication

- Excellent communication, influencing and public-speaking skills.
- Skilled at building relationships and representing a membership or business community.

Desirable

- Knowledge of the visitor economy, destination marketing or the BID/DMO environment.
- Understanding of the Isle of Wight or comparable destinations.
- Experience of organisational change, or of building a function or team from an early stage.

What success looks like — first 12 months

- A clear, Board-endorsed destination marketing and brand strategy in place and being delivered.
- A refreshed brand and a modern, high-performing consumer website and digital presence.
- Measurable growth in reach, engagement and visitor interest, with robust reporting of impact and ROI.
- A confident, capable team established, with outsourced PR and social delivery working well.
- AI tools and automated processes embedded across marketing and operations, multiplying the output of a small team.
- Budget owned and on track, with early wins in new commercial income and stronger levy-payer confidence.



Key relationships & how the role fits

Reports to: the Board, via the Chairman.

Leads: Marketing Manager; Marketing & Digital Executive; Commercial, Partnerships & Stakeholder Manager; Fractional Finance Manager; and oversees outsourced PR and social delivery.

Works with: levy payers; Isle of Wight Council; transport operators (Red Funnel, Wightlink, Hovertravel); Visit England and Tourism South East; BALPPA; IoW Chamber of Commerce; media and MPs.

How to apply

To apply, please send your CV and a short covering letter setting out how you meet the brief to office@visitwight.org, marked 'Marketing Director'.

For an informal and confidential conversation about the role before applying, please contact Dominic Wray at dominic.wray@visitwight.org.

This appointment is subject to the successful conclusion of the proposed Wight BID 3. The successful candidate will be offered the role on 1 November 2026.

Closing date: 12 noon, Friday 2 October 2026. We reserve the right to close applications earlier and to interview on a rolling basis should suitable candidates be identified, so early application is strongly encouraged.