

My career in brief...

Name: Rebecca Prince
Job title: Marketing Manager
Employer: Parkdean (Holiday Home Sales)



1. Please give a brief overview of your career history – where you started, how you progressed and the companies you have worked for.

I first started working for Parkdean in 2004 during my Marketing and Management degree at Northumbria University as a placement student. I then was offered a permanent role as Marketing Assistant (holiday sales), then in 2008 Darrin asked me to come on board as Marketing Executive for Holiday home sales, and I then stepped up to Marketing Manager in 2012.

2. Have you always wanted to work within hospitality and tourism? If not, how did you end up where you are now?

I've always been interested in tourism – who doesn't enjoy a holiday?! It's a great product to sell and I knew I really wanted to join Parkdean as soon as I read the job specification that day at uni.

3. What sort of qualifications and training have you had?

I have a 2:1 degree in Marketing and Management and a CIM Professional Diploma in Marketing Management (post grad, work based qualification). I've always been quite good at English so I think that helps!

4. What are the top 5 activities you would typically carry out on a daily basis?

- I brief and progress artwork with an agency for a campaign
- I manage our marketing budget
- I communicate and brief marketing activity to our teams on park
- I work with my team to track and analyse marketing activities
- I liaise with the teams on park to find out how we can assist them

5. What do you most enjoy about your job?

I enjoy working across all marketing channels so I have real variety in my job. I also enjoy the buzz of having to juggle a few projects at a time to deadline, but it's just nice being able to promote a nice product/company every day.

6. What would you say is the biggest challenge you face on a daily basis?

Getting everything done in time for a deadline – we're a small team so everyone has to do everything very quickly to achieve this.

7. What would you say is your biggest achievement to date?

Running the holiday home sales marketing team, increasing lead generation and helping the business achieve its sales targets and deliver growth as a whole.

8. Who has been the greatest influence/role model in your career and why?

My Dad – he's 68 and still doing qualifications and trying to be the best he can be in his job, while enjoying his day to day role at the same time.

9. What piece of advice would you offer someone who wants to work within our industries?

Develop the ability to change and adapt with the role and season.

10. Why would you encourage someone to work in our industry?

Because it's fun, exciting and a nice product to work with.

Further information

For further information on career opportunities at Parkdean please visit www.parkdeanltd.com/recruitment.htm

For further information on career opportunities hospitality and tourism please visit www.hospitalityguild.co.uk