

Marketing Assistant

Main Purpose of Job:

- To assist with all aspects of the Marketing plan within Travel House.
- Work closely with the Head of Retail to establish and build relationships with suppliers.
- To work within the remit of the designated task, and work to the objectives set within the Marketing plan, timescale and budget.
- To operate in accordance with the company's policies and procedures, as stated in your Terms and Conditions of Employment, this includes the Employee Handbook.

Key Tasks:

- To provide excellent customer service to internal and external customers
- To learn and understand the objective that is trying to be reached within any campaign and to complete the daily administration, queries and enquiries in a timely manner
- To run data analysis from social medial posts
- To ensure that promotional and marketing materials are up to date with the required records in place
- Relevant system knowledge, including Isell, Apps and Pyramid
- Ability to search for deals and update pricing and availability using various channels.
- Liaising with the team to ensure workloads are completed by planning and prioritising
- To ensure that the work environment is clean, tidy and pleasant at all times
- Be aware of targets both individual and departmental
- Identification of trends and patterns within the sector
- To be aware of and adhere to prevailing legislation in relation to the role, e.g. data protection, Trading Standards, ABTA code of conduct.
- Competitor analysis
- Reactive and responsive out of hours, when necessary e.g. if a country is locked down
- Willing to work outside of work hours where required e.g., to attend events, work projects or in line with a marketing campaign
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- To be familiar with products and services on offer and to sell them appropriately

Quality and Customer Service

- To anticipate the needs of customers both internal and external
- To ensure to have up to date knowledge and skills to carry out the role efficiently and effectively with consistent delivery
- To acknowledge and deal with all customers in a prompt, friendly and professional manner
- To ensure that all customer feedback is effectively communicated to the Head of Retail

Communication & Teamwork

- To promote a pro-active, team building environment
- To ensure company policy and process is met specifically with regard to personal presentation, hygiene, punctuality, attendance of work- and work-related events, application to work, team work, sales, product knowledge and customer care

If you believe that you possess the skills and abilities to undertake this role please forward your CV to Jan@swansea.com for consideration.

Marketing Assistant

Personal appearance and grooming

- Have a high standard of personal hygiene and grooming
- To always wear required uniform
- To comply with all company policies and procedures relating to appearance and grooming

Health and Safety

- To assist in maintaining a safe environment for all customers and employees
- To act in accordance to the office fire regulations and procedures and to understand and carry out any action in the event of an emergency
- To have awareness and comply with legal and statutory requirements relating to hygiene, fire, health and safety
- To ensure that all areas are consistently kept to the highest standards of maintenance and cleanliness
- To report and record any accidents or incidents to the assistant or branch manager

Human Resources

- To communicate all personnel issues to your manager where necessary
- Prepare for and attend performance reviews and appraisals with your manager
- To participate in company or external training programmes as required
- To operate in accordance with all of the company's policies and procedures, as stated in your Terms and Conditions of Employment including the employer handbook

Skills & Experience

- Good level of numeracy & literacy
- A keen interest in Marketing especially within the travel industry

Personal Competencies

- High level of trust, integrity and respect
- Approachable and responsive
- Builds and maintains relationships at all levels
- Able to work independently and as part of a team
- Self-motivated and have the ability to manage own schedule/routine
- Communicate effectively at all levels