

TRAVEL HOUSE

Marketing Executive

The Role

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 - General

- 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 media 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
- To be familiar with products and services on offer and to sell them appropriately

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

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

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

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Benefits:

- Company pension
- Flexitime
- On-site parking

Schedule:

- Day shift
- Flexitime

Ability to commute/relocate:

- Swansea: reliably commute or plan to relocate before starting work (required)

Education

- Certificate of Higher Education (preferred)

Experience

- Marketing: 2 years (preferred)
- Social media marketing: 2 years (preferred)

Salary

From £23,000.00 per year

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