

## Job Description

Company Values	Delight Principles
<b>Dedicated</b>	To excellence in customer service
<b>Enthusiastic</b>	Have passion for everything that we do
<b>Likeable</b>	Friendly and fun
<b>Improving</b>	Always seeking to enhance the quality of everything we do
<b>Giving</b>	Generous and warm hearted
<b>Hungry</b>	For success
<b>Teamwork</b>	Communicate at all times

**Job Title:** Digital Marketing Executive

**Department:** Great Little Breaks

**Reporting to:** Marketing Manager

**Job Purpose:** Responsible for the creation and delivery of eCRM campaigns, to include planning, build, delivery, and analysis of each campaign. To also assist the marketing manager with channel marketing partnerships and the delivery of their campaigns and analysis, whilst also offering support where needed within the department across systems and across the company.

### Key Accountabilities / Activities / Duties

- Support Marketing Manager in developing the eCRM plan
- Deliver all email marketing programmes and campaigns to include customer life cycle creative and any additional programmes, managing the end-to-end process from the initial briefs, coordinating with colleagues for campaign assets, pricing, set-up, testing and final deployment
- Monitor and review the efficiency, productivity, and success of all campaigns to include life cycle campaigns to ensure they are running as expected
- Adopt and develop a test and learn strategy to optimise email marketing effectiveness; feeding all insights gained from regular reporting back to create a continuous process of testing and refinement
- Management of email design, templates, ensuring consistency and streamlined processes
- Develop compelling and re-useable email marketing content that drives email engagement, to also ensure email campaigns are on brand with a view to welcome and retain both new and existing customers
- Assist in strategic development and planning of customer segmentation, loyalty, preferences, and management of these cycles
- Working with our email service provider to troubleshoot problems and eCRM programming issues and identify solutions
- Support with data acquisition and data acquisition strategy
- Work alongside the marketing manager to support channel marketing partners including processes, planning, delivery, analysis and recommendations
- Review competitor email campaigns, the competitor landscape and industry developments and trends to provide insights and opportunities
- Assist with the creation and scheduling of social media campaigns (utilising third party systems) in line with overall marketing strategy
- Support with overall system and website including the creation of pages, collections etc., as, and when required
- Liaise and manage third party agencies as and when required

**Personal Qualities:**

- Enthusiastic to learn
- Passionate about customer engagement
- Hungry for a new challenge
- Willing to get stuck in & go the extra mile

**Health & Safety**

- To act on your responsibilities detailed in the Health & Safety at Work Act 1974
- To demonstrate a working knowledge of fire prevention and to follow the company's evacuation plan on hearing the alarm.
- To be security conscious with respect to /staff/ property/welfare and to report suspicious circumstances to your manager.

**General duties**

- To familiarise yourself with your departmental standards of performance and to be able to demonstrate their application
- To maintain a high standard of personal hygiene and grooming at all times
- To co-operate and communicate with colleagues, and Management to ensure effective department teamwork and high morale
- To attend any meetings, training sessions or courses that may be beneficial to you and your department
- To follow any procedures set up for energy conservation

**Hours of work**

40 hours, Monday to Friday 9-5.30pm. (However, this role will require a degree of flexibility relating to exhibitions/fam trips etc.)

**Salary**

Upon application

**Flexibility**

Due to the nature of the business, a degree of flexibility is required, and the post holder may be required to perform certain tasks not specifically referred to above.

## Person specification & Skills required

Criteria	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• GCSE English &amp; Maths</li> <li>• Degree or marketing qualification equivalent</li> </ul>	
<b>Attainments/competencies (list as required)</b>	<ul style="list-style-type: none"> <li>• A passion and knowledge of CRM and best practice</li> <li>• Knowledge of marketing automation, personalisation, dynamic content, and triggered emails</li> <li>• HTML knowledge, Photoshop &amp; experience using a CRM platform/system</li> </ul>	<ul style="list-style-type: none"> <li>• Written &amp; verbal communicator at all levels</li> <li>• Customer Focused</li> <li>• Attention to detail</li> <li>• Motivational skills</li> </ul>
<b>Previous experience</b>	<ul style="list-style-type: none"> <li>• Experience within a marketing role/team</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of email marketing systems – preferably emarsys eMarketing Systems</li> <li>• Travel background</li> <li>• Adaptable to changing environment</li> </ul>
<b>Experience required</b>	<ul style="list-style-type: none"> <li>• Ability to work on own initiative and to tight timescales when necessary</li> <li>• Possess excellent communicating skills and able to follow and adhere to company policy and practices</li> </ul>	
<b>Special aptitudes (e.g. oral or written skills, manual dexterity, etc.)</b>	<ul style="list-style-type: none"> <li>• Strong problem-solving skills</li> <li>• Technically confident</li> <li>• Data confident</li> <li>• Proficiency in Microsoft Excel, Word &amp; PowerPoint</li> <li>• A confident and articulate communicator</li> </ul>	