

## 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:** Marketing Coordinator

**Department:** Great Little Breaks

**Reporting to:** Marketing Manager

**Job Purpose:** Responsible for creating engaging content to drive sales for our short breaks. You will be the go-to person for creating dynamic and static pages on the website and social media posts that drive engagement and sales ultimately leading to strong website conversions. You will support the marketing and sales teams with all content and communication and team processes to support this. You will be the link between our marketing department and activities with our customer service team and provide support across the different business departments.

### Key Accountabilities / Activities / Duties

- Responsible for producing and building website pages, blog posts, press releases
- Responsible for all product content on the website. Ensuring a smooth customer experience through content and maximum conversion on landing pages and offer pages
- Produce copy and eye-catching imagery for our social media platforms to ensure engaging content
- Write clear, attractive copy that reflects our brand's tone of voice across the website
- Assist in creating channel marketing content and creative
- Liaising with SEO Technical Manager following SEO principles to maximise copy reach and ensure all website content includes relevant SEO content in line with current themes
- Responsible for the proofreading process. Checking copy for grammatical, spelling and typographical errors, ensuring consistency across all content. Providing support across the whole business as needed
- Quality check final layouts and designs, ensuring titles and subtitles are consistent to include contact information, photos, illustrations, product names. Content is consistent, the information flows and is always on brand
- Research, source, edit and optimise all imagery used across the website and all platforms
- Manage, load and review promotional offers and availability. Managing and adhering to the approval process and timelines. Working with sales team to ensure the smooth running of the process and the website content is correct and in working order
- Responsible for internal Great Little Breaks communications throughout the business, including regular briefing of promotional activities
- Work with the marketing team to produce new and innovate marketing campaigns

- Create offline content, signage and trade show collateral
- Support the Marketing Manager in report gathering, preparation and delivery
- Regularly review competitor activity and provide recommendations where relevant
- Support hotelshopUK by providing assistance to other departments as and when required

### **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 companies 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**

42.5hrs (Monday to Friday 9-5.30pm, can be flexible) including 30 minute paid break and 2 x 15 minute unpaid breaks. A degree of flexibility will be required.

### **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>• Bachelor's degree or equivalent experience in marketing or communications</li> <li>• GCSE English &amp; Maths</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant marketing, communications or English qualification and/or 1 years' experience in similar role</li> <li>• Proven experience as a copywriter or related role</li> </ul>
<b>Attainments/competencies (list as required)</b>	<ul style="list-style-type: none"> <li>• Excellent standard of English</li> <li>• Strong proof reading skills</li> <li>• Commercial awareness with the ability to understand target audience</li> <li>• Strong creativity, imagination and logic</li> <li>• Excellent written and verbal communicator at all levels</li> <li>• Familiarity and knowledge of social media platforms and tools</li> <li>• Intermediate experience with Microsoft Office including Excel, Word &amp; PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced experience with Microsoft Office including Word, Excel &amp; PowerPoint</li> <li>• Motivational skills</li> <li>• Strong analytical skills</li> <li>• Hands on experience with content management systems</li> </ul>
<b>Previous experience</b>	<ul style="list-style-type: none"> <li>• Working within the travel industry or similar</li> <li>• Developing and maintaining professional and positive working relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in producing copy for digital and print</li> <li>• Adaptable to a changing environment</li> <li>• Working and managing departmental processes</li> </ul>
<b>Experience required</b>	<ul style="list-style-type: none"> <li>• Ability to work on own initiative</li> <li>• Ability to follow and adhere to company policies and practices</li> </ul>	<ul style="list-style-type: none"> <li>• At least 1 years' experience in a similar role</li> <li>• Knowledge and working experience of CMS systems</li> <li>• Knowledge of Canva desirable but not essential</li> </ul>

Criteria	Essential	Desirable
<p><b>Special aptitudes (e.g. oral or written skills, manual dexterity, etc.)</b></p>	<ul style="list-style-type: none"> <li>• Excellent team worker and communicator with strong interpersonal skills</li> <li>• Spelling, grammatical accuracy and attention to detail are essential</li> <li>• Ability to work under pressure and meet tight deadlines</li> <li>• Self-motivated, flexible, ability to adapt with a positive attitude</li> </ul>	<ul style="list-style-type: none"> <li>• Driving license</li> </ul>