

Job Title	Marketing Executive	Grade	
Job Number		Department	Marketing – Travel Republic
Reports To	Campaign Manager	JD date	September 2021
Job Information			
Type of Role		Safety Sensitive	
		Details/Hazards	n/a
Overview of the Role			
<p>Holidays are important, they liberate us from the doldrums of the day-to-day and allow us to re-connect, be reinvigorated, and ultimately relax. The sole purpose of Travel Republic is to help everyone across the country get the holidays they deserve, year-in year-out. This is what gets us out of bed in the morning.</p> <p>With a world of holidays available for our customers, we’re looking for a Marketing Executive to support us in planning and executing marketing campaigns across the world of marketing channels available to us. All in order to effectively promote the brand and support us in meeting our customer acquisition and retention goals.</p> <p>If you are an experienced Marketing Exec looking to take your career to the next level, then read on...</p> <p>The candidate in this newly created role will have the chance to get stuck-in to develop their skills and experience across all the marketing disciplines including Social Media, Partnerships, PR, SEO, CRM, Affiliates, Performance and Brand.</p> <p>As the bedrock of the Marketing Team, we’re looking for a forward-thinker who has first-class organizational skills to get things done smarter. Being passionate about the detail, we expect no work could pass your desk without a thorough review and edit to make sure it is bullet-proof.</p> <p>We’re a close-knit team so we’re on the hunt for someone who has the inherent ability to build great relationships with their fellow teammates, regardless of status or department.</p> <p>Are you a proactive go-getter who’s organized and with a passion for all things marketing? Then we want to hear from you.</p>			
Role KPIs			
Campaign Planning			
<ul style="list-style-type: none"> Working closely with the Campaign Manager to develop activity plans to achieve campaign goals across Brand and Partnership campaigns. Schedule activity with relevant channel owners and external digital agency to ensure every campaign delivers maximum impact. 			
Campaign Delivery			
<ul style="list-style-type: none"> Write creative and landing page briefs, develop campaign propositions, help direct executional messaging and target audience strategies. Manage smooth delivery of all campaign assets to meet deadlines across digital channels including social, online display, email, on-site merchandising. 			
Client Management			
<ul style="list-style-type: none"> When working on partnership campaign activity, you will help nurture our key partner relationships with timely and regular correspondence to make sure they are involved in the campaign development and key sign off points. 			
Internal Collaboration			
<ul style="list-style-type: none"> Involving key stakeholders at each stage of a campaign, you will work collaboratively to make sure campaign plans are achievable and delivered on time. 			
Reporting & Administration			
<ul style="list-style-type: none"> Collating all performance data to generate campaign reports that provide valuable insight and analysis that can improve future activity. 			

- Maintain general marketing filing and administration making sure all material documents are saved and easily accessible.
- Creating competitor reports and market insights.

Improving Processes

- Seek out new opportunities to continue to improve on campaign delivery by setting up new processes or introducing new tools.

Responsibilities & Duties

- Participate in – and generate ideas for – upcoming marketing campaign planning sessions.
- Support in the delivery of all campaign assets across brand marketing, CRM, Partnerships and Social Media.
- Actively seek out new opportunities to improve marketing campaign delivery.
- Set-up new processes and systems to ensure campaigns are delivered in the smoothest way possible.
- Review performance of all marketing partnership campaigns and create post campaign reports to be shared with the partner.
- Responsible for hotel partner campaigns where you will be managing the campaign creation and delivery through an external agency as well as all hotel partner correspondence.
- Work closely with finance team to manage all marketing and partnership invoicing and monthly reconciliation.
- Monitor and report on competitor marketing activity providing insight and comment on their strategies.

Qualifications / skills / experience / knowledge

Experience:

- 2 years' experience in a junior executive role with ambition to broaden skills and experience. You'll probably have worked in a retail or e-commerce environment before, preferably for B2C brands.

Skills and Knowledge:

- Good knowledge of marketing concepts and principles
- Excellent copywriting, editing and proofreading skills
- Proficiency in MS Office, including Word, PowerPoint and Excel
- Strong communication and interpersonal skills
- Excellent organisational and time management skills
- Interest to learn and develop
- Marketing qualification advantageous

Personal attributes/style:

- An absolute can-do mentality with a collaborative approach.
- A team player with strong communication and organisation skills.
- A person who loves delivering stand-out results, proactive and motivated to succeed.
- Works well under pressure and thrives in a fast-paced environment.
- Flexible and adaptable to changing priorities, 'can do' attitude
- Displays a desire for achieving a high standard of work

Critical Competencies

- Organised
- Attention to detail
- Ideas generator
- Positive contributor

Location & working hours

- Based at our offices in Kingston upon Thames
- Currently working flexibly with the option to work 2 days remotely
- Working hours 9-5:30 Monday - Friday