

Job Title:	<b>Marketing Executive (Maternity Cover)</b>	Team:	<b>Marketing</b>
Reports to:	<b>Brand Marketing Manager</b>	Reporting in:	<b>n/a</b>

### **One Team One Vision**

Every member of the Explore team agrees to actively contribute to the company's success. Explore has a flexible and open working culture and expects all staff to be flexible in their own approach. This means being willing to help out with any task, role or project at any time, as required. It is equally important that all team members have a positive, pro-active and customer-focussed attitude, and are happy to work in an ever-changing business environment.

### **Role Summary and Job Purpose:**

Responsible for the planning and delivery of the key 1-2-1 marketing channels for Explore – direct mail and brochures. Ensuring these communications are delivered on time, within budget, resulting in profitable outcomes for the business.

The Marketing Exec will also support the Brand Manager in various event, trade marketing and offline advertising projects where necessary.

### **Key Responsibilities:**

- To own and produce high quality direct mail campaigns including planning initial layouts, briefing content writer, choosing images and briefing design team to ensure campaigns are delivered to budget and deadline. Also includes working with the CRM Manager to decide targeting criteria and ensuring measurement criteria is in place.
- Manage the brochure production critical path schedule to co-ordinate effort and execution of content from around the business, working closely with the design team and Product owners. Brief print and content writers accordingly. Produce dedicated brochure mailers and cover sheets to coincide with brochure launch activity.
- To work with the CRM Manager to measure and report on the results of each campaign using the CRM system, making recommendations for future activity. Assist with campaign data selections using the CRM system as required, ensuring that selections are accurate and relevant to each campaign.
- Support in the evolution of the loyalty programme and targeting strategy to develop engagement in the programme.
- Work with the Brand Manager to support on the creation of offline trade and consumer advertising, ensuring content is accurate, to agreed design specification and delivered to deadline.
- Support Explore's overseas teams by assisting Brand Manager with marketing activity as required.
- Assist with sourcing quotes for Explore branded merchandise and liaising with suppliers as required.

- Assist with the set-up of shows and events including the design and print of show collateral including flyers and any other requirements, as needed.
- Monitoring trends within the industry and 1-2-1 marketing to ensure work is market leading - identifying new opportunities, trends and best practice to enhance ROI.
- Be a proactive member of the Marketing team, building relationships with key areas of the business and external suppliers in order to deliver all campaigns

### Person Profile

- Enthusiastic team player
- Customer-focussed and understands importance of service delivery excellence
- Is able to challenge processes and enjoys working as part of a team
- Commercially minded with a good ability to build a good report with the wider team and effectively communicate at all levels
- Friendly, approachable and flexible
- Self-motivated and a problem-solver

### Skills and Experience

	<i>Essential</i>	<i>Desirable</i>
Understanding of marketing priorities	√	
Proven ability to work to deadlines	√	
Demonstrable organisation/communication/interpersonal skills	√	
Good degree of numeracy and literacy	√	
Strong attention to detail, with passion to ensure accuracy and efficiency	√	
Strong planning and organisational skills with great time management	√	
Strong creative and copywriting skills, and ability to write for the target audience	√	
Good head for numbers, with ability in Excel	√	
Customer champion committed to putting the customer at the centre of their work	√	
Good understanding of direct mail and email practices and platforms	√	
Experience of working with external agencies	√	
Travel industry experience / Experience of working in a similar position in travel		√
Knowledge of print buying		√
Experience of Silverpop ESP and Blue CRM system		√

### Education:

Higher education and/or marketing qualification preferable

Explore reserves the right to vary your tasks, duties and responsibilities at any time and from time to time according to the needs of the Company's business. However, you will not be assigned to duties or required to perform services which you cannot reasonably perform or which are outside the range of your normal skills and experience. There will also be times when you may be asked to transfer, either temporarily or permanently, to an alternative job within the Company. Where this is agreed with you, either on a temporary or a permanent basis, it will be confirmed to you in writing.

**Date of Description: May 2018**