

Job Title:	Marketing Projects Co-ordinator (fixed term contract)	Team:	Marketing
Reports to:	Marketing Manager	Reporting in:	n/a

Role Summary and Job Purpose:

We're looking for a Marketing Projects Co-ordinator to support the Marketing Manager with some really key brand and communication projects for 6 – 9 months. You will be working on...

- End to end delivery of our new Polar Voyages brochure. You'll be responsible for the project schedule, briefing content writers and designers, liaising with printers, proofing and ensuring the brochure lands with customers on time.
- Contributing to our January campaign plans. Whether that's brainstorming ideas, briefing ads, sourcing imagery or creating direct mail pieces, this is our biggest campaign of the year and it's always all hands on deck.
- Supporting with a brand new exhibition stand. This will be our first time exhibiting in person since the pandemic, so we want to make sure we're back with a bang.
- There are also another couple of very exciting projects in the wings, which you'll get to be involved in (but we can't say any more about them just yet).

The role will involve most aspects of putting together a marketing campaign - from pulling insights together, briefing, collating content and sourcing offers, creative interpretation, some copywriting, right through to sign off and delivery. Stakeholder management and project management are also particularly important skills as you'll be working with people from all around the business and ensuring projects run to time.

Explore

With 40 years' experience in operating unforgettable tours in all seven continents, we're huge believers that travel should be a force for good in the world. Sustainability has always been at the heart of what we do, as has the ethos of continual improvement. A trusted brand - Which recommended and a Feefo Gold Service Award holder - Explore prides itself on doing the right thing – by its staff, its customers, and the planet. Every member of the Explore team actively contributes to the company's success. There is a flexible and open working culture in which the entire team works together, striving for excellence, in a dynamic business environment.

Explore Values

We want to have a positive impact on people and the planet. And we choose only to work with others who can look us in the eye and say the same thing.

We're curious, ambitious and quick-to-adapt. We work relentlessly to improve our business, and to provide exceptional experiences for those who entrust us with their travels.

Diversity is to be celebrated. Life would be dreary, and change would be slow, if we all thought the same way. We challenge our ideas, each other, and our business partners - always with respect and kindness. As we believe that's the way to grow our business (and be able to sit down for a drink together at the end of the day).

In a complicated world that's full of potential, we have a simple mantra for ourselves: be better than yesterday.

Key Responsibilities:

- To own and produce high quality magazine and 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.
- Work to ensure we are optimising brochure use and production to balance the needs of our prospects with our commitment to sustainability.
- Work with the CRM Manager to measure and report on the results of each campaign, making recommendations for future activity.
- Work with the Marketing Manager to support on the creation of trade and consumer advertising, ensuring content is accurate, to agreed design specification and delivered to deadline.
- Support Explore’s overseas teams by assisting the Marketing 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 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 Specification

Person Profile

- Enthusiastic team player
- Customer-focussed and understands importance of service delivery excellence
- Is able to challenge processes, keep to schedule and deliver quality campaigns on time
- Commercially minded, self-motivated a problem-solver
- Friendly, approachable and flexible with a strong ability to build a good rapport with the wider team and effectively communicate at all levels

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 eye for design and imagery	√	
Good head for numbers, with ability in Excel	√	
Customer champion committed to putting the customer at the centre of their work	√	
Experience of working with external agencies	√	
Confident copywriting skills and ability to write for the target audience		√
Strong understanding of direct mail practices and production		√
Knowledge of brochure production and print buying		√

Education:

Higher education and/or marketing qualification preferable

Benefits

Work life balance is important to us at Explore and so we are open to discussion on working hours. The role is full time 37.5 hours per week.

This will initially be a fixed term contract for 6 – 12 months to cover maternity leave, but there is the possibility of it leading to a permanent role depending on performance and availability.

You will start with 25 days holiday a year – this rises to 30 days after 5 years with the company. There is the option to ‘buy’ additional holiday leave.

Pension scheme and life assurance.

A generous holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.

A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.

A bar and games room at HQ.

We subscribe to the ‘Cycle to Work’ scheme.

Employment Assistance Programme – a 24/7 helpline offering practical and emotional support for a whole range of issues.

The small print

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.

Date of Description: Aug 2022