



Marketing Executive

Role

Working closely with the whole department the role will be varied and include both on and off line marketing strategies. Candidate must have marketing experience in all mediums of communications, including print and digital.

Key Responsibilities

- Assist in the writing and distribution of both local and trade press
- Blogging & Outreach
- Proof reading
- Provide monthly reports on digital performance
- Work with the team to create and implement content for online activity, including social channels
- Create and manage PPC campaigns within budget
- Google Analytics reporting
- Website maintenance within our own CMS (WebRes/WordPress)
- Regular eshot campaigns for key brands (training can be provided)
- Work with whole team to provide project specific support as and when required

Opportunities

- Create secure relations with press contacts to grow outreach
- Full training on our CMS provided
- Expand digital knowledge
- Support the department with creative ideas implementation

Skills

- Excellent verbal and written communication
- PPC & Google Analytics experience essential
- Knowledge of InDesgn/Photoshop desirable
- Creative and pro-active with ideas
- Thorough approach to work and attention to detail
- Computer literate
- Enthusiastic and interested in travel
- Able to build professional relationships
- Positive attitude to work
- Able to work effectively within a team
- Organised and willing to assist in all aspects of the marketing department
- Commercially aware
- Previous marketing experience required

Benefits

- 20 Days holiday and Bank Holidays as standard, with the opportunity for more on increased service
- Friendly and fun team
- Work load variety with the opportunity to learn new skills
- Discounted rates at company owned hotels, including two complimentary 2 night breaks away per year
- Iconic office building conveniently located in the city centre

Apply

Contact Nicki Beevis: nicki.beevis@theukholidaygroup with your C.V. and covering letter.