



## **Marketing Executive -- Job Description**

**Brands: Working with a selection of brands from:** Ski Total, Esprit Ski, Santa's Lapland, Inghams

**Reports to:** Marketing Manager

**Direct Reports:** None

**Location:** Mountain House, Godalming

**Working Hours:** Full time, permanent

## **Job Purpose**

As part of a collaborative and forward thinking team you will be responsible for the day to day marketing activities of selected brands within the Hotelplan UK group. Comfortable with working across all marketing channels, you will help plan, execute and evaluate campaigns that positively impact the business and that are clearly aligned to marketing and business objectives.

## **Main Responsibilities and Key Tasks**

- Support and help develop the rolling annual planning process
- With direction and guidance from the marketing manager, plan key campaigns, identifying timings, budget and internal and external resource requirements
- Effectively brief and work with key internal and external partners as necessary to deliver campaigns on time and on budget
- Ensure all activity can be properly tracked and evaluated and report back on effectiveness of all activity and ensure learnings integrated into future thinking
- Working closely with the marketing team and other departments to maximise impact of marketing activity and ensure integration across channels
- Communicating with the e-commerce team to manage required site developments and content
- Working with Marketing Manager to implement and improve touchpoints along a customer's journey with a 'Guest First' ethos.
- Champion brand guidelines and use appropriate tone of voice for audience in all communications across 3 very different brands.
- Keeping aware of developments and activities from competitors
- Assisting other team members and departments as required.
- Establish positive working relationships with relevant agencies, suppliers and third party stakeholders ensuring the best output to suit our business needs.

## **Knowledge, Skills & Experience**

### **Technical**

- Use of CRM system to identify and create audiences for campaigns
- HTML/CSS
- Experience with an ESP
- Competent in the use of Google Analytics
- Demonstrable experience of creating, managing and analysing commercial marketing campaigns
- Copywriting
- Excellent attention to detail
- Previous experience using a CMS such as Umbraco/Wordpress
- Experience using Adobe Suite or similar programs

### **Broader Experience**

- Previous experience in marketing
- Ability to deal with many varied tasks and brands on a daily basis
- Strong interpersonal skills, to maintain excellent relationships with key colleagues and influence key outcomes
- A passion for skiing/snowboarding and mountain sports

### **Values**

- Be Passionate in everything we do
- Work together as a united team
- Be innovative embracing and driving change
- Trusted, open and honest
- Stand out and be distinctive

### **Working Relationships**

All members of the marketing department, product, e-commerce, external agencies and suppliers

*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.*